

INDIANAPOLIS

JUL 29 1919

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A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CVIII, No. 1 NEW YORK, JULY 3, 1919

10c A COPY

A Summer Courtship

by BETTY STEWART

DID you read our "best seller" of this title? It ran serially in Southern newspapers. Twice a week "Betty Stewart" led her women readers through various episodes of the romance of Miss Una Vance and Captain Everett. Incidentally—yes, just incidentally, "Betty" boosted the sales of Magnolia Balm.

"It's a little gem of a story," commented one of our advertising friends. We are prone to agree from a literary as well as an advertising viewpoint. For the gossamer touch of "A Summer Courtship" completely captured feminine fancy. And it sent these readers to the drug stores, where Magnolia Balm sold faster than ever.

Not always are the direct results of advertising so easily traced as in this instance. The fifth instalment of Una's romance had hardly appeared,

when The Lyon Manufacturing Co., proprietors of Magnolia Balm, reported an unprecedented increase in orders. "Betty" had created a brisk demand for this liquid face powder—and in five-inch, single-column space.

We deliberated in preparing this copy. It was simple enough to adopt the editorial style, but—to find an entirely different appeal? Odd as it seems, "Betty Stewart" took up his—well, "Betty" produced "A Summer Courtship," probably the first advertising campaign to be written in serial fiction form.

"Magnolia Balm" is but one of many products in the advertising of which we have done big things in little spaces. It is results which appeal to us—not the amount of money spent. Our fundamental policy, ever since 1869, has been *service to the advertiser.*

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

870410

ADVERTISING IS AN INVESTMENT

A Problem Table For Advertisers

AN advertiser recently called the Federal Problem Table an "inspiration table."

It is in reality a conference table where are thought out and wrought out the policies, plans and ideas in advertising and merchandising that bring success to Federal clients.

The advertiser who sits at the Federal problem table with Federal executives enjoys such frank and unbiased discussion of his marketing problems, such thorough analysis of his advertising methods, such a wealth of constructive suggestion drawn from the well of experience, that he has an entirely new vision of the possibilities and profits of rightly organized advertising.

*Put it up to men who know
your market*



Consultation
without charge
or obligation

FEDERAL
ADVERTISING AGENCY, INC.
6 East Thirty-ninth Street, New York

30 North Michigan Ave., Chicago, Ill.

Issued
Publishers
June 29, 1917
Vol. CV

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PRINTERS' INK
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VOL. CVIII

NEW YORK, JULY 3, 1919

No. 1

Building Big on Borrowed Sales

Supplementary Lines Can Be Made to Support Missionary Efforts in Behalf of Leading Products

By Alexander Roberts

THE executive head of a business organization recently found the company confronted with this situation:

They were selling such a high percentage of their estimated market that they were right up against the law of diminishing returns. The normal yearly increase in their market is small. A small increase in the sales force would undoubtedly bring out a small additional yield in orders. That might meet the slightly increased factory capacity. But the selling costs would be disproportionately high to business obtained.

To carry out certain organization plans more money was necessary. The company's executive head—let's call him the president—went to the banker to outline his financial needs. This banker was a man of wide experience in industrial finance and the president did not hesitate to lay the whole proposition before him.

First, he reminded the banker that the concern is pretty successful in a national way, doing some four or five million gross annually. It keeps some eighteen salesmen and cubs out, selling mostly direct to manufacturing plants. They have combed their market as thoroughly as is possible with a force of this size and control a fair percentage of the developed business in their class of product. The company has been wise enough not to increase abnormally the plant capacity. Its war-basis production was obtained by a

heightened intensiveness of labor and a more efficient machine operation.

Last year production schedules and manufacturing costs occasioned small worry. Even the office boy was working in the factory.

"To-day," explained the president, "our big stockholders, with their dividend appetites whetted on big volume war sales, are not enthusiastic about the idea of a return to 'normal' business. Rumors of competition float about. I'm told I'm expected to do something about it."

"I see," remarked the banker. "And what plans have you thought of?"

"I've thought," said the president, "of declaring a price war. But our manufacturing costs are fairly high and the volume we might possibly attain would not bring these costs down sufficiently to insure a reasonable profit. I know, too, that our competitors are not asleep, and—well, we'd probably finish by merely giving our profits to the market as it stands."

"Therefore," interposed the banker, "it seems to me that your only remedy is to increase the market."

"Exactly," replied the president. "We must teach our buying public to call for our products as a group, then trust to our selling ability to obtain our share of the expanded market."

"Why not get other concerns working with you on a co-opera-

tive plan?" queried the banker.

"We've tried that," was the reply. "We've contributed to association advertising, but differences of opinion among member bodies within the association as regards the right plan, have always led to compromises, and these compromises have a tendency to dull the clean-cut force of this species of selling effort. So I've decided that we'll have to go it alone. Hence the big proposition is to find ways and means to support the man power and printers' ink needed to carry out this educational work."

The banker drummed his fingers on the table. "To sum up, you already have as large a gross turnover as your present organization can give you. Your excess production problem is small. Your stockholders are not content to wait the natural increase in your market. They demand expansion, and that means money."

"That's why I'm here," said the president. "And let me point out that we are not alone in this situation. One of the big tool specialty houses in New England faces a similar problem. They are already increasing their executive organization, picking big men, each a specialist in managerial work. Fortunately, they can widen the scope of their tool line. And they are doubly fortunate in that they have found plants which will manufacture to their specifications and seem to have no ambition to enter the selling game. But I have carefully analyzed our product field and there seems to be no line that I can secure that naturally supplements ours from the buyer's standpoint."

HOW ONE FACTORY STARTED UP HILL AGAIN

"Perhaps you've confined your investigations to too narrow a field," the banker continued. "I learned only the other day the inside story of one of the larger selling corporations which has had a phenomenal growth. But first just let me pick up one point in your tool man's plan. He is expanding his executive organization,

That's right, as a first step. But to justify this increased non-productive overhead he must almost immediately increase his sales force. Both moves must be accomplished quickly, almost simultaneously, and that means that immediate potential sales volume must be provided.

"That is the nub of the problem I have just been outlining to you," exclaimed the president.

"And that is just the feature I am going to take up now," said the banker. "I am going to describe how a certain big corporation managed to acquire the desired volume. This corporation was on the verge of bankruptcy not so many years ago. It had strained its credit to the breaking point endeavoring to produce a marketable product from what was then a little known crude material. In the reorganization they called to the presidency a man who knew but little of manufacturing, but who was a salesman to his finger tips. The first thing this man did was to hire salesmen and then more salesmen. He planted salesmen in feudally organized groups all over the country. His backers thought he was suffering from a mild form of optimistic insanity, for there was not enough demand for the firm's product to support one-tenth of the organization he was building. But they gave him time to work out his plan. And what do you suppose that plan was?"

"I should surmise," remarked the president, "that he didn't acquire all those salesmen without having a pretty good idea as what he would do with them."

"A good idea was what he had," the banker agreed. "Moreover, he had it all worked out in his mind. First he plotted the potential markets for the products already developed from his crude material sources; he forecast his probable manufacturing growth and he cast about for products already going to those markets—products sold through the same channels through which he must eventually sell his. As your tool man is doing, he found

IT WAS the old vicious circle again. Because the product had been moving slowly, the retailers lost interest—as the dealers lost interest, the product moved slowly.

Quick action was necessary—or in the richest market the retail trade would sour on the proposition the coming year.

Advertising counsel took up the problem. Speedily followed intensive detail work on the trade—a special sales week—window displays—prizes.

In short order stocks were cleaned out—additional carloads even had to be supplied—and dealers' good will was kept green and fresh for next year's sales.

A little extra elbow grease
in the dull places—this
faculty marks the resource-
ful advertising counsel.

THE H. K. McCANN COMPANY

Advertising
CLEVELAND
SAN FRANCISCO

61 Broadway, New York

TORONTO
MONTREAL



factories lacking sales or backed by weak selling organization. And he now had something to sell these plants—a well organized, good sales organization. He was able to sell low selling-overhead to others in order to lower his own selling-overhead. Line after line was added under his trade-mark. And all the time this now tremendous sales organization was developing a market for the company's main line products that alone could have supported but a few men."

"I begin to see," said the president. "You mean that he paid for missionary work in behalf of his own line through sales of borrowed lines."

"Through sales of borrowed lines—that's it exactly," repeated the banker.

"But when I think of adding to our line," the president ventured, "I'm afraid to think in negatives. If we build volume for another factory, we open their eyes to their own market possibilities and pretty soon they're ready to go it alone. That may mean indirect competition for us and questions by the trade that may prove hard to answer."

MUST EXERCISE CARE IN ADDING TO LINE

"You've got to look ahead," interposed the banker. "You will have to pick your borrowed sales volume carefully and with a careful consideration of what you will do when the time comes to consider whether you will drop the sales of these products or add them permanently to your catalogue. You will have to consider this element of indirect competition of the lines added. You will have to be careful of your quality name in dictating specifications for your new products. Above all, you will have to consider the possibility of fluctuation in sales channels. Some firms have taken on products with the idea that they could sell them to factory purchasing agents, only to find that the real buyer was almost always a technical executive in a remotely located plant and that the

selling-overhead was resultingly increased right where they expected to lower it. Under any conditions the day will come when your small, hardly considered products will loom large in terms of selling time and your sales manager will confront you with the problem of adding special field salesmen, or of dropping certain low profit lines."

"The indirect competition factor bothers me most," said the company head. "We have a name for high quality and high price, and if we offer a lower priced article related at all to our line in service given, we may merely broaden our market at the cost of our own factories. It is up to us to instruct our men first and always to offer our own line of products. Then, if they find that price ties the buyer's hand, open up with the secondary line, and so try to pay a profit on the cost of the call. I believe, too, that our men will get a chance to sit down and talk with the buyer in cases where we otherwise would hardly get inside the door."

"You have hit the nail on the head," said the banker. "That is just the experience of the sales manager of another manufacturing organization to whom I talked the other day. This firm had decided to open up new distribution channels for one of their main line products. The usual sales bulletin went out to the men, picturing the Eden of easy renewal business to be secured if the boys would only spend a little time doing missionary sales work on the attached call list. What happened? One earnest worker decided he could devote a week to lining up new prospects. The first firm he called on had never heard of the product and stated that it was perfectly satisfied with a cheaper competitive line of goods. The buyer stated further to the salesman that his product's resale price would not allow for his investing in quality to the extent of the difference in price between the product he was using and the article the salesman offered. The second and third call brought back the words

Because

ONE woman tells another,
it has inevitably followed
that

NEEDLECRAFT MAGAZINE

is now subscribed to from a
million homes.

If we can impress these mil-
lion women with

YOUR ADVERTISEMENT,
they will tell it to a million
others.



Member A. B. C.

'Not interested.' When the salesman arrived at his first 'Sunday town,' he was really relieved to find a telegram from the house, asking him to jump fifty miles to compete for a big contract order. This question of the resale price at which a prospect must market the goods, in the manufacture of which your product is used, marks the dividing line between direct and indirect competition; and if your new lines are so picked that they meet or cover the price market, from which you are excluded by your price limitation, you have found a means of meeting the competition of substitute products, and have in addition placed in your sales department's hands the means of supporting their missionary sales efforts on your main lines without the fear that the added lines may make inroads into your main line business."

THE TYPES OF MEN AND PRODUCTS TO HELP BUILD

"Let me question you on one point," said the president. "How did your friend go about selecting the products to go into the secondary line?"

The banker had an answer ready. Said he:

"The obvious and usual method is merely to broaden the line by adding, let's say, cheaper roofings to a specialty roofing line, or standard type tools to a specialty tool line. In your case, your sales reports will indicate what you need as a supplementary group of products; for the salesmen in telling why they are blocked from a sale will indicate the product that blocked them."

"So far," remarked the company president, "I understand and appreciate what you say about the value of borrowed sales in increasing volume; but in talking to prospects, our men will encounter a certain resistance. It seems to me, therefore, that a special type of men, as well as products, will have to be chosen."

"Of course," said the banker, "it is highly important that you give full consideration as to how your selling shall be conducted, for your selling plan will largely indicate

the kind of men that you must pick in expanding your executive organization. Let's analyze what you face in the way of sales resistance and see what this plan may be and how it can be put into operation. The purchasing agent of a big manufacturing organization, or the partner who buys for a small business, buys largely from habit and wants a product that has proved itself in service and is usually interested beyond that only in keeping in contact with more than one source of supply. Consumer advertising in behalf of a product used as a part of, or in the manufacture of another manufacturer's product, unless contracted for on a tremendous scale, is not nearly so effective as it is in the case of a product going direct to the consumer."

"The fact is, we cannot build up consumer demand for our type of product at all," declared the president.

"No," agreed the banker. "What you have to do is to establish consumer consent. So you cannot depend on this form of advertising as the means of increasing the pace with which your sales organization can force its way into new and wider markets. With your relatively small advertising expenditure, you will probably have to rely rather on a close co-ordination of your trade paper and direct-by-mail efforts with your selling effort, and that indicates the need of real home office support and close executive supervision. Let me ask you, on what basis do your salesmen work?"

"Largely on commission," replied the president.

"Therefore they probably work under high pressure and in consequence scatter their selling efforts," the banker commented. "They have been tempted to drop quickly a seemingly unfavorable call in the hope that the next prospect will offer an opportunity for quicker sales action. Your new and expanded sales force should therefore be put on a compensation basis that will enable them to spend the time necessary for intensive selling without feeling this

(Continued on page 138)

We are not getting
"swelled up" about it,
but there's nothing in
Brooklyn growing
faster than the Stand-
ard Union.

For instance:

May, 1919, 631,370 lines

May, 1918, 484,875 lines

Increase 146,495 lines

Why not fish where
the fishing is good, in
live water?

Where Advertising Gets Off Under a Bolshevik Regime

Things in the Advertising World Would Then Be Very Different

WE have read a lot, and seen a lot in the newspapers of what Bolshevism would do to the steel industry, for example, what it would do to the home, what it would do to the Government, but have you ever thought what it would do to advertising?

Many speculations have been made on the subject. Now the waiting profession has to wait no longer actually to get some inside dope on what would happen to its business, where the dictatorship of the Proletariat to become an accomplished fact.

The official statements of the Congress of Workers, Soldiers and Peasants at Munich on April 10, and as reported in the International Relations Supplement of *The Nation*, is as follows:

"In order to begin the socialization of the press immediately, the entire press of Bavaria is put under social control. The entire operation and management are, in their economic aspect also, under public supervision. Administrative councils shall exercise control and these shall lead the authorities to their decisions. In order to make the influence of the Socialist régime effective and at the same time make a really free expression of opinion possible, special provisions will be made immediately.

"THE REVOLUTIONARY CENTRAL COUNCIL.

"(Signed) TOLLER."

On the following Tuesday, the press representatives met at the Ministry of Trade and Commerce, according to the same publication, and "Comrade" Marut read a plan for the complete socialization of the entire press, in which he brought out many facts of interest to advertising men.

Every employee is to be insured by the city a stipulated income. The business of the periodicals would be run by a committee con-

sisting of one member of the Government, two members of the Workers' Council, one member of each party that possesses a newspaper, one member of the union of Socialist teachers, one unattached Socialist writer, and the publishers of each paper for advisory members of the council. The enlarged administrative council to consist of the small council—as organized above—and one hand compositor, one linotype operator, one pressman, one helper, one commercial employee and one editor of each paper.

The editorial staff would decide the contents of the paper. And in the case of dispute the member of the party to which the paper is allotted decides.

FORMER OWNERS OF PAPERS EMPLOYED ON SALARY

Previous owners of the paper were to receive no compensation. In case they were needy on account of the appropriation of their property, they may be employed in their previous positions.

"They even deserve pay," so said Friend Marut, "for their services."

The proprietors who had previously had a definite activity in their enterprises were bound to carry on their activity for at least six months after socialization.

Then came some interesting statements about matters affecting advertising:

"All money for subscriptions and advertisements is to be turned over to the administrative council. From this sum the administrative council has to pay all the necessary expenses of the paper. Parties or individuals must no longer be enriched by the press.

"The right of freedom of opinion shall not be taken from anyone. The capitalists have the means of publishing their own papers, if they deem it necessary.

GIVE A THOUGHT TO PITTSBURGH

Tell your story to the people
of the busiest city in the world
in a way that's easiest to read
and most impressive—USE

Painted Bulletins and Illuminated High-Spots

You will get *what* you
want, *where* you want it.

G. G. O'BRIEN COMPANY
PITTSBURGH, PA.

But they may not longer make a business of advertising."

"If the bourgeoisie," continued the report, "really has anything worth while to say and believes that its co-operation in the reconstruction of our broken-down civilization is necessary, then it is certainly in a position to express its opinion without wishing to make a business of advertising, as used to be the case.

"The administrative council of the place where the paper or periodical is published will from today on manage the whole advertising business. All income from advertisements which appear in any periodical must be turned over to the administrative council."

And then:

"The periodical publisher may receive for advertisements only the amount which the printing and the paper for the advertisements cost. Periodicals which cannot exist without the income from advertisements have no reason for existence; let them die!

"All advertising offices will be taken over by the administrative councils. The managers are required to remain here also in their positions and carry out the orders of the administrative councils. All surplus which the administrative councils obtain are to be devoted to those papers and periodicals whose economic position is bad, but which it is necessary to keep up. But only for papers that are indispensable. For it would be no loss if a large proportion of dailies were to die off.

"Any further surplus will be used for cultural purposes. Half of the surplus is to be used for the cheap distribution of good books and enlightening literature, the other half is to be used for working people's theatres, concerts and scientific and cultural lectures. The surplus from advertisements is not to be devoted to any other purpose."

LOTS OF AUTHORS

An opportunity for copy men who would be let out of a job, if the press in this country were to be taken over by the Bolsheviks, is

offered. They must immediately transform themselves into real authors. Comrade Marut says so!

"Periodicals are to order all writers and scholars to send in political, scientific and technical articles, as well as works on art and literature. These works must be properly paid for by the paper that accepts them. Articles for which payment is not asked should not be accepted. But articles should not be paid for if written by editors on the staff. Anyone who publishes or seeks to publish an article for which he has been paid or bribed by any person, party or group of interests will be regarded as a counter-revolutionist."

Added, therefore, to the other crimes of which the Bolshevik government is accused must be the very serious accusation that it actually intends to convert copy writers into writers on art and literature.

Moreover, in addition to the charges of loot, sabotage, burning of villages and pillaging of homes, must be tacked on a much more serious charge against them—they are making a mass attack upon the advertising rates of the world, for remember they officially state that the "periodical publisher may receive for advertisements only the amount which the printing and the paper for the advertisements cost."

Chicago "Herald-Examiner" to Open New York Office

The Chicago *Herald-Examiner* will establish on July 7 an independent Eastern office in New York. W. P. Trefny will be in charge, with V. S. Anderson as assistant.

M. D. Hunton will continue to represent the Boston *Advertiser*, Boston *Sunday Advertiser-American*, San Francisco *Examiner* and Los Angeles *Examiner*. W. W. Chew will remain with Mr. Hunton.

Glen Buck Has His Own Agency

Glen Buck, Chicago, has withdrawn from the Gardner Advertising Company, St. Louis, and has established Glen Buck—Advertising, in Chicago. A. C. G. Hammesfahr, who has just become associated with Mr. Buck, will be vice-president and general manager of the new organization.

It Leads the List of Mediums

Following is an extract from a letter lately received from the Soil Improvement Committee of the National Fertilizer Association, Baltimore, Md.:

"The four national publications, including the **AMERICAN FRUIT GROWER**, produced inquiries at only about 15% of the cost of inquiries secured through state and sectional publications; and of the national group the American Fruit Grower produced inquiries at a cost of one-third its closest competitor. This we consider a remarkable record. To be sure, there were certain differences in copy, making a particular appeal to the fruit grower, but that is only additional proof that your publication does wield a special influence in the fruit field. The American Fruit Grower undoubtedly has a big field and seems to be filling it very efficiently."

AMERICAN FRUIT GROWER

CHICAGO

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Editor
ROBERT B. CAMPBELL, Publisher

R. S. McMICHAEL, Eastern Manager
280 Madison Ave., New York City

Advertising Representatives
JOHN M. BRANHAM COMPANY

Chicago
Mullers Bldg.

Detroit
Krege Bldg.

New York
Brunswick Bldg.

Roy Ring, Minneapolis

St. Louis
Chemical Bldg.

Atlanta
Candler Bldg.

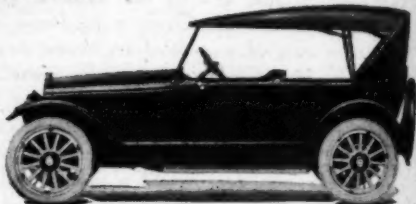
Collier's

THE NATIONAL WEEKLY

Collier's

New
Mitchell
Sixes

New Victory Model
Over 100 Improvements
80% Added Strength



For Men Who Seek A More Enduring Six

THE new Mitchell is not merely a new model. It is a new creation. It comes to introduce new standards and new principles.

The improvements number more than 100. The advances are radical. Together they include:

- 100% More Strength—
- 100% More Endurance—
- 25% More Economy—
- 30% Added Beauty and Comfort.

Such changes denote an entirely new evolution. They mean a revolution in the type and class.

The Incentive

We decided on this new-type car two years ago. Then we organized every able engineer to aid in its creation.

They have done in two years what might have taken twice as long, and for the car they tell us was the best truck building, and our designing staff could devote its energies to this car.

The reason for it lies in facts which every motorist knows. The lighter the type the less light. It was usually too much. It was too much affected by price competition. The general standards were not high enough.

Years of experience proved that. They also brought out new requirements in a full-sized car. Ideas accordingly lay out to them, and they expect perfection.

We Face the Facts

We have simply faced these facts. Mitchell pioneered the Six. All the world now Mitchell thus held superior respect. When higher standards seemed essential, Mitchell was the one to introduce them. So in this new car we fulfill that obligation.

Some will call us to attention. They will say we have added no more, including some weight. But there is no such thing as over-strength in these days. The in-

creased endurance is easy to see. There are thousands of motorists who think as we do, and this car is for them.

Incidental Facts

This is not to describe the car. More than 100 important improvements cannot be dealt with in this space. Write for our catalog or go over the car with your dealer.

But note that in a strong car we have added 80 per cent more strength. In a cheap-car development we have added 75 per cent endurance.

Despite added weight, we have reduced operating costs by 25 per cent.

To insure fair maintenance and easy servicing, we have spent \$100,000 for new machinery and equipment. To insure perfection in every detail we have 150 trained inspectors.

For enduring appearance, we use twice the steel content specified in our early Six. For

endurance we use a long chassis, long overhangs and strong chassis-bearing members.

Yet It Is \$1475

Every one of these new cars costs more as added cost. They are quite expensive, as well as. Yet this new car will outlast any comparable Six. Under present conditions the price is very good. The price would be impossible were it not for the economy.

We build the complete car—motor, chassis and body—entirely and making certain the car is the result of the best Mitchell engineers. It will give you a new idea.

\$1475 F.o.b. Racine

Five-Door
120-hp. Winchman
Six-Cylinder 45-Horsepower

Three-Door Roadster
same price
New-Type Touring Sedan, 1915

MITCHELL MOTORS COMPANY, Inc., Racine, Wisconsin

More Than a Million a Week

Mitchell and Collier's

"... inquiries and definite orders from our dealers have proved to us conclusively that Collier's put the new model across without the help of the other publications, although their influence was felt later on as they appeared.

"This experience was so clear cut that we have not hesitated to place the backbone of our fall campaign in Collier's."

Very truly yours,
MITCHELL BROTHERS CO. Inc.

E. R. Postovics
Advertising Manager.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than a Million a Week

On the Newspaper Situation in Baltimore



Aeroplane view of the lower business district of Baltimore, showing the Munsey Building (home of the Baltimore News), City Hall, Post Office, etc.

OUT of 116,000 homes in Baltimore, approximately 90,000 are occupied by white people who speak English. Isn't it significant of the home-read character of NEWS circulation that approximately 88,000 of its total net paid circulation of 105,000 should be sold in Baltimore City?

The nine afternoon newspapers in the State of Maryland have 270,328 total circulation and the fourteen daily newspapers have 452,587 total circulation, of which 105,000 is represented by the NEWS alone.

The NEWS is also gaining more total paid advertising each month than any other Baltimore newspaper, besides carrying the largest volume of display advertising of any paper in Baltimore. NEWS circulation gains, for the past year, two years and three years, have been larger than all other newspapers in Baltimore put together, daily and Sunday combined!

The NEWS has prepared and printed a comparative statement of circulation of all the Baltimore papers for the six months period ended March 31st, covering the past three years, which will be sent on request to anyone interested in the Baltimore advertising situation.

The Baltimore News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

History as a Source of Advertising Ideas

Copy Hints From the Lives of Famous Personages

By Bruce Barton

NEXT to the daily newspaper, which is the record of current history and of present-day biography, I like best to read old-time biography and history. I have pilfered pretty shamelessly from books of history and biography in the past, and expect to continue to do so as long as the law allows.

Whether other advertising men would find as much interest and profit in this sort of reading I cannot tell, but I do know that it has more than once proved profitable to me in the every-day business of preparing advertising copy.

Some years ago I was assistant general sales manager of a company which does the largest subscription book business in the United States. We operated thirty-two branches in the principal cities and employed several hundred salesmen who in artistic temperament and sensitiveness surpass any group of authors or artists that I have ever known. They had to have individual attention of a very special sort; and most of all, to keep them happy, they had to have leads produced from magazine advertising. As our books were chiefly standard works which could be purchased in the department stores at prices considerably lower than ours, it was not an easy task to awaken in magazine readers a sufficient interest to produce the number of leads we needed at a price that we could afford to pay.

Among the other items in its list the company owned the right to publish and market a library of fifty volumes designed to give the average man the real masterpieces in autobiography, history, drama, poetry, philosophy, science, etc. The set started with a brisk sale, but after it ceased to be a novelty

to the public and the salesmen, its sales declined. Salesmen wrote in that it was a "dead-letter" and advised discontinuing it; and for some time the question of how to awaken new interest in it was one of our principal problems.

Manifestly it ought not to be dropped. It was a specialty, one of the few sets which could be bought nowhere except from us. Moreover it was a thoroughly meritorious work which satisfied the people who bought it, and on which collections were very easy. The new sales manager saw its advantages at once and set to work to put its sales up where they belonged. He believed that it would justify advertising and would respond to the proper kind of a campaign; but the difficulty was to get copy that would produce leads at a low enough cost. We tried a number of different appeals, using space that varied from quarter pages to full pages. We sought to stir men's interest in self-improvement; we appealed to their pride in their children and in their homes; and all of these appeals produced some result, though not at a satisfactory cost.

INTEREST IN HISTORY ALL DEPENDS

Then one day we had an inspiration. A certain weekly in which we had scheduled a quarter page advertisement was about to close and no copy for it was ready. The job was turned over to me. I got out the books and looking through them ran across a picture that struck me as interesting. I sent it over to the engravers for a half-tone, and under it wrote copy that ran something like this:

This Is Marie Antoinette
Riding To Her Death

Do you know her tragic story?
It is one of the great dramatic stories
of history.

In all the books that have been writ-

ten there are only a few really great tragedies; a few essays; a few poems, and works of science that are really worth knowing.

These have been gathered into one library, etc.

We put that piece of copy out without thinking much about it, and to our surprise it pulled inquiries in numbers that were startling. We took another historical picture out of the set and tried the same formula again; and it worked almost as well. As a result we adopted a wholly new type of copy on our books, and some of the advertisements which we produced in those days have come down even to the present.

FACTS WITHOUT DIGGING IS ATTRACTIVE LURE

That experience taught me a double lesson. First, of course, it emphasized the value of a picture in catching attention and telling a story more quickly and effectively than copy ever can. And second, it set me to thinking that the average American has a large appetite for facts of historical or scientific interest, provided he can get those facts without having to do any work. He will not go to the library and dig around among books for them; but he likes to sit at the dinner table and remark "As Napoleon said," or "Did you know that Luigi Cornaro lived to be more than a hundred by cutting down on his daily food supply?" And such an interesting fact is often a pin which fastens an advertisement onto the walls of his memory and keeps it there long after it would otherwise have disappeared.

Later, when I was in charge of the advertising and circulation promotion of a national magazine we used the same bit of strategy more than once in our attempt to create in the minds of advertisers a picture of the sort of woman to whom the magazine was sold. It was designed for women of more than moderate means—the social leaders of their communities, and we wanted to get across the idea that such a woman exerts a selling influence far beyond the total of her individual purchases.

One of our advertisements that helped considerably to this end was illustrated by the picture of a woman in evening dress. She was facing away from the reader so that only her back was visible. Under the picture in large type was this line: "To Make This Woman Turn Around." The advertisement went on to explain that she was Mrs. Astor whose word had been law in American society in her day. When she turned around to bow to a guest that man or woman was made socially; when she said "Serve this on my table to-night," it meant that the particular food product which she favored with her patronage became *the* thing to serve. Every community had its Mrs. Astor, we pointed out, and the advertiser who could secure her influence would find that he had, at the same time, secured the patronage of all those other women who looked to her for leadership.

That advertisement, also, had a long life; and the illustration of Mrs. Astor not only made it easy to remember, but pictured the type of reader we were seeking to reach as no amount of descriptive text could have done.

To the average man editing and advertising writing seem far apart; but the same principles underlie them both. We are all salesmen of one sort or another; and the editor's selling problem is perhaps as difficult as any other man's. The automobile manufacturer makes one car, and his success lies in his ability to make every other car of that model exactly like the first one in appearance and performance. But the editor, having issued a successful number of his magazine, must straightway turn about and see how different he can make the next number, without sacrificing the underlying identity of the publication.

When I was transferred from the advertising field to editing, the problem seemed to me to make every article and picture an advertisement that would sell itself to the reader. Having in mind

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our experience with Marie Antoinette, I wanted to use pictures just as largely as possible. We were confronted at once by a difficulty, however. Most of the interesting pictures are news pictures; and the Sunday papers could beat us on news pictures by from six to eight weeks. Obviously no one would buy our paper to see pictures which he had seen so long before that they were already historic. We decided, therefore, to discard the news photographers altogether, and to find some way to make old pictures interesting.

We did it by making every picture merely an illustration for an interesting little advertisement. Instead of depending on each picture to carry itself, we grouped them about a central subject, and then we sought in every caption to convey the maximum historical interest that could possibly be condensed into fifty or a hundred words. Suppose, for example, the picture showed the 77th Division marching up Fifth Avenue. The ordinary newspaper caption would be: "The brave 77th marching up Fifth Avenue, flanked on both sides by cheering friends and relatives."

Instead of this matter-of-fact notation, we would send a bright young man to the library with that picture and evolve a little historical advertisement something after this fashion: "There are 27,000 men in a division, which is only a drop in the bucket of modern warfare. Yet Washington won his battles with only 3,000, and Napoleon had only about 40,000 in some of his most important campaigns. The average age of these men is twenty-three years; and the insurance statistics show that out of every ten of them five will live to be sixty-five years of age. At that age one will be rich, one well off, and four will be dependent upon their pensions or their relatives."

The figures here quoted are, of course, not authentic, and are set down merely by way of illustration. The point I want to make is that the public liked this sort of thing. While the magazine, un-

fortunately, did not survive the war, its picture pages were a success; and they served as merely one more proof of the fact that the average man and woman does take to historical facts and references if they are served up in easily digested form.

Needless to say none of this represents any new discovery. Almost every newspaper and magazine contains examples of this sort of copy. They all go to prove that simply as a great storehouse of anecdote and illustration history and biography have their place in the reading of any man who is trying to capture the public interest, and induce men and women to act.

UNCHANGING TRAITS OF MAN

But there is another value for any business man in such reading, it seems to me. We are all dealing with human nature; and if there is any one fact in the world that is sure it is that human nature does not change. It was the same in the days when Paris ran off with Helen as it is in the days of the latest divorce scandal. History has its Mississippi Bubble; and we have our oil stock boom; it has its Peter the Hermit and we have our Billy Sunday. Fulton reaches out to shake hands with Henry Ford, and King Midas has doubtless discovered already a bosom friend in Russell Sage. If we want to know how people will act under any given set of circumstances, the easiest way is to discover those same circumstances in the past and study how they *did* act then. For we see the people of the past more clearly than we can possibly see or know our contemporaries. They have revealed themselves in intimate narratives; and all the hidden facts and figures have been discovered and read into the record.

Do you want to know how quickly the public will forget you if you cease to advertise? See what happened to poor old Moses. He delivered his people from slavery; and he had hardly got them safe across the river before they had forgotten his deliverance, and were grumbling because

no butter and jam came with the manna in the wilderness. Do you want to know how much inertia has to be overcome in the marketing of any new idea? Look at Fulton, and Ericsson, and poor Professor Langley. Most of the new discoveries in salesmanship and merchandising are not new at all.

We print a full page advertisement of *Service* and think it is a new thing under the sun; and for a couple of thousand years it has been written in a certain business book, "Whosoever will be chief among you, let him be your servant," and we thought it was just a bit of poetical rhetoric.

And finally it seems to me that history and biography are a great help in correcting a man's perspective. To-day's problems and worries tend to assume a disproportionate value. They look terrifically important at the moment; but viewed from the distance of a year they dwindle considerably; and viewed in the light of a century they entirely disappear. Lincoln had a saying, "This too will pass," by which he meant that men had lived through a good many more serious situations in the past and that he, too, could pull through if he kept his grit and didn't let the thing get on his nerves. After a day at the office when I think I have been pretty well up against it, I find it mightily refreshing to take up the biography of a man who had some *real* problems to handle and see how courageously and efficiently he disposed of them. That sort of reading, of an evening, has a tendency to promote sound sleep and to send one down to the office the next morning with the feeling that nothing can come up during the day which is any way comparable with the problems that other men have met and solved effectively.

Hindle Goes with Harry Porter Company

John C. Hindle has resigned from the H. E. Leason Advertising Agency, New York, to become space-buyer for the Harry Porter Company, of the same city.

Want to Join This Life Fellowship? Raise Hands

DOUBLEDAY PAGE & Co.

NEW YORK, June 9, 1919.

Editor of PRINTERS' INK:

I am enclosing my check for three dollars for PRINTERS' INK for the coming year, as I have a notice that my subscription is expiring June 26. You can please enter my subscription for life because so long as I am on this mundane sphere I shall want PRINTERS' INK, as I have had it for twenty years past. So if you have such a thing as a life subscription list, kindly have me added and tell your circulation department to send me an annual notice as long as I am among the living and a check will be promptly sent along.

HERBERT S. HOUSTON.

Conklin R. Mann Resigns from "Leslie's"

Sidney R. Cooke, who has been associate editor of *Leslie's Weekly*, New York, has been made managing editor, succeeding Conklin R. Mann, resigned.

Mr. Cooke was formerly managing editor of *Canada Weekly*, and before that assistant managing editor of *Collier's*.

Mr. Mann has not yet announced his future plans.

Fort Worth "Star-Telegram's" Rotogravure Representation

The Fort Worth, Texas, *Star-Telegram* has appointed the Graphic Newspapers, Inc., New York, as representative of its rotogravure section. The foreign advertising in the balance of the paper is in the charge of Amos G. Carter, vice-president and general manager, and A. L. Shuman, advertising manager and treasurer.

F. J. Maxted Western Manager of "Collier's"

Fred J. Maxted has been appointed Western manager of *Collier's*, succeeding Heber H. Smith. Mr. Maxted has been associated with the Western organization for the last nine years.

H. M. Van Hoesen Joins Bert L. White

H. M. Van Hoesen, of Chicago, who has been engaged in direct advertising work for a number of years, has joined the sales department of the Bert L. White Co., Chicago.

Frederic B. Schafer, formerly of the McGraw-Hill publications, who recently returned from overseas army service, has taken a position on the copy staff of *Motor Age* in Chicago.

Getting Increased Distribution in Philadelphia

Influencing the dealer and the consumer is best brought about by regular advertising in Philadelphia's dominant newspaper.

Dealers stock and push articles that are strongly and regularly advertised; they don't pay much attention to the things that the public don't ask for.

Philadelphia's 392,000 dwellings and 18,000 manufacturing places comprise a big market that needs constant cultivation because it pays big dividends to the advertiser.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin
Net paid average for May **443,191** *Copies a day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

THE advertisement on the opposite page is one of a series which the McGraw-Hill Company is publishing in leading daily papers.

The campaign has a double purpose.

First, to give some vision of the influence and importance of McGraw-Hill readers.

Second, to promote the thought of the McGraw-Hill publications as a group, reaching together the greatest engineering audience in the world.

McGRAW-HILL COMPANY, Inc.

10th Avenue at 36th Street
NEW YORK

Big Business Is Motorized

The few exceptions are carefully catalogued by the crack salesmen of every efficient truck organization.

Little Business, the ultimate backbone of the rapidly expanding truck industry, is NOT MOTORIZED.

Get at it, gentlemen! Get at Little Business in its own language, with its own problems, through its own medium—the Newspaper.

Get at Little Business in Chicago through The Daily News, read at home every evening by 77.7% of the buying power of Chicago—read by seven out of every nine persons in the city and suburbs who read the English language.

Get *Big Business* from *Little Business*.

THE DAILY NEWS

First in Chicago

For the first six months of 1919
The Daily News printed more
TRUCK ADVERTISING
than any other Chicago newspaper
in the six-day field.

Preparing Copy for the Outdoor Man

He Has His Vulnerable Points and Rather Likes to Have Them Assailed
If You Go About It Sympathetically

By W. Livingston Larned

HE was a big, ruddy-faced fellow, carrying a sort of divine light in his eyes, that could only have been fired by intimate contact with war, and it seemed rather incongruous to see him standing by the counter, in a department of one of New York's largest sporting-goods stores, holding a little wisp of paper between thumb and forefinger. It was a clipping from a magazine—an advertisement.

Did the shop keep the Creek Chub Wiggler, mentioned in this advertisement? Yes, he intended to go Musky fishing some time soon. And he might like to look at a New Albino Crab lure and an Old Town Canoe, if the store had them in stock.

The sale was made and the clerk, working on instructions from headquarters, asked this question: "Have you ever fished before?"

"Never owned a rod in my whole life up to now," responded the bronzed customer, with a guilty grin, "never caught a trout and never knew the difference between an Evinrude and a Hildebrandt Spinner. No, I just got back from the other side. Been two years in service and I find I can't get along without fresh air, exercise and excitement. Two weeks in an office makes me feel as if I was strangling. Week-ends, I'm going to spend in a tent. The Big Outdoors for mine from this on; I don't like the idea of slipping back into stoop shoulders and middle-of-the-afternoon laziness. I want to keep my pep."

This case is not an exception. It is the general rule. But not only are soldier boys, released from duty, taking up sports; they are influencing the stay-at-homes to do the same. It is a twentieth

century Americanism. The call of the wild is in our national blood. Kennels have an unprecedented demand for hunting dogs; boat builders are turning their attention to sporty little recreation launches, yachts, motor boats and skiffs; the gunsmiths find that war's end did not mean ammunition's end; athletics have suddenly slipped into "high."

This tendency encourages an interesting phase of advertising. Many manufacturers find it good business to prepare special copy and designs for sport publications. Both text and picture are keyed to sympathetic spirit. It is out-of-the-beaten-track material and must be written and drawn by people who know the game laws, as it were.

The preparation of sport advertising may not be entrusted to the novice. Your true sportsman is a man of exacting detail. When you talk shop to him, you must deal in specific facts. And he is as alert for errors as he is for big mouth black bass. No mere landlubber of a copyman can describe deep sea exploits or mangrove snapper trips in Florida, and hope to get away with superficialities.

Some advertisers have found it necessary to secure the services of genuine, dyed-in-the-wool sportsmen of literary and merchandising tendencies. Thus, a nationally advertised product may find it profitable to prepare twelve distinctive advertisements for use in outdoor magazines alone. And to analyze a product and discover if it is adapted to such mediums, becomes a necessary adjunct to the business.

Teco pancake flour will illustrate the point. Primarily, this article is advertised to house-

wives. It is inherently a camper's commodity, however. It is self-raising, it requires no intricate mixing—"just add water and bake" and milk is part of the flour when you buy it. At least forty-five camp dishes can be made from Teco.

The Ekenberg Company would

then, is a typical case of finding a new market.

Current advertising copy brings to view innumerable like examples, all of them handled with a keen appreciation of the whims and the peculiarities of the true sportsman. The Beech-Nut Packing Company, somewhat of a pioneer in this respect,

use photographs taken out-of-doors. It may be of a pretty fisher-lass, seated beneath sheltering trees by a trout stream, as she nibbles at a peanut butter sandwich, and, if so, the copy will read: "Here's a Real 'Bite.' You'll say so—when you've reeled in your line and settled down to a comfortable time with these sandwiches."

Some products seem made for the sportsman as well as for the homebody. G. Washington copy means absolutely pure, high-grade coffee, easily and quickly prepared. Past generations of old woodsmen would never entertain the idea of departing from the dirty pot over the black coals, but we are not so sure of the modern chap to whom the flavor and the ease of making is far more important than sentiment.

The Savage Arms Corporation has just completed a remarkably fine series of paper advertisements bred of actual testimonials that will be read with great interest by sportsmen. Beneath the photograph head of a wide-mouthed gorilla appeared this entertaining text: "You know what the gorilla is—the huge, silent man-monkey who glides through the dark, tangled African



Here's a Real "Bite!"

YOU'LL say so—when you've reeled in your line and settled down to a comfortable time with your Beech-Nut Peanut Butter sandwiches.

For the real Beech-Nut flavor of fresh roasted peanuts—the finest Spanish and Virginian blended—certainly "hits the spot" after the strenuous working up and down stream.

And the hungry feeling fades away under the satisfying nourishment of the Beech-Nut Peanut Butter, that yields three times as many calories as meat—four times as many as eggs.

Don't forget a jar of Beech-Nut when you plan the next fishing trip. You can get it from your grocer or outfitter.

BECH-NUT PACKING Co., CANTON, N. Y.
"Foods of Finest Flavor"

Beech-Nut Peanut Butter

THE SETTING AND ACCESSORIES ARE RIGHT IN THIS
OUT-OF-DOORS COPY

be missing a valuable trick if it did not advertise in the sport publications. The housewife is a market, but so is her husband and her son. Therefore we have a clever piece of copy telling how fish, rolled in Teco, provides a crisp brown coat when fried, preserving the "woody twang" of the "just-hooked trout." Here,

sporting - paper advertisements bred of actual testimonials that will be read with great interest by sportsmen. Beneath the photograph head of a wide-mouthed gorilla appeared this entertaining text: "You know what the gorilla is—the huge, silent man-monkey who glides through the dark, tangled African

jungle as swiftly and as easily as a shadow. You know that gun-barrels have been bent by his black, hairy, wire-sinewed fingers—have been crushed by his ghastly, protruding fangs. You know his super-natural vitality, his fiendish intelligence and his horrible vindictiveness, when attacked. Even the lion fears him. He's the most unnerving problem a hunter can face. Why was it that when Charles Cottar, the experienced American big-game hunter, tracked the gorilla through the dense, tropical East African bush, the rifle he deliberately selected from his arsenal was a Savage?"

Florid, no doubt, and rather choked with melodramatic adjectives, but the hunter will devour every word of it.

Thos. E. Wilson & Company, manufacturing as but one of many activities a very complete line of sporting goods, require an elaborate separate campaign to cover this field. It is an extensive account in its own right.

In a full-page display advertisement just used, they have resorted to an exceedingly clever expedient; namely, the showing of a fisherman with his prize black bass. With a whistle of line and the quick song of mountain waters, the copy describes the battle for that bass and the pride of landing him, all with Wilson tackle. This, of course, was shrewd for the reason that every fisherman alive knows that the black bass is a monarch of his realm.

Your true sportsman will stop a ten-course dinner or give up his last silver dollar to read anything about this fish. But the cleverness of the Wilson advertisement went a step further: for, appreciating that the gaze of every reader would concentrate on the Blackie, it insisted that the fish be drawn with extraordinary skill. It is almost a photographic insert while the remainder of the illustration is sketchy pencil and crayon.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Which brings up again the need of infinite care in the preparation of drawings for outdoor campaigns. Nothing will escape the sharp eye of the man who has shot ducks in a fog or watched the dusky depths for mangrove snappers. You can't fool him. He knows all and sees all.

Every advertising department should have, now, its file of outdoor data, its reference material, selected with expert knowledge of what is correct or incorrect. Comparatively few artists know all phases of the life. Dan Beard himself could not carry the facts in his head—and it's a young head, too, in its sympathetic understanding of sports astream and ashore. For Dan Beard has the soul of a boy scout, we sometimes think.

PROMOTES GAME ASSOCIATION BY ADVERTISING

One indication of the enormous growth of interest in outdoor sports, is the progress made by the American Game Protective Association. To stimulate the ideals of this organization, a campaign of full pages has been appearing for some time in leading publications, and it is a campaign for members.

For a period it seemed possible that our American game trails would be wrecked by the thoughtless, the cruel and the profiteering. The Association, with its pledged members, undertakes to hold sacred certain fine creeds of sportsmanship that there may be bird sanctuaries, for example—an occasional safe oasis for hunted things that fly.

Du Pont advertising, in a measure, encourages this move, for trap shooting now takes the place of the indiscriminate killing of game by shooters who wished to practice. The Fifth Annual Beginners' Trapshooting Event, with its free trophies given by trapshooting clubs, is a du Pont idea, advertised in large space and encouraged from season to season. The clay pigeon sheds no blood and there is no immediate indication of the breed being killed off.

\$100,000 to Advertise Florida Citrus Fruits

The board of directors of the Florida Citrus Exchange has voted unanimously to make the advertising assessment for 1919-20 three cents a box on oranges and five cents a box on grapefruit.

With the same volume of fruit as was handled during the past season, this assessment would yield a fund of approximately \$100,000, but the total sum produced by it is expected to be considerably larger by reason of the greater quantities of both grapefruit and oranges likely to be marketed by the Exchange.

At present the Florida Citrus Exchange is engaged in a vigorous campaign for new members, in which advertising is a leading feature, \$10,000 having been appropriated for space in Florida newspapers.—"The California Citrograph."

Urges Non-Inflammable Clothing for Children

Professor Eugene C. Bingham of Lafayette College, in addressing the Easton, Pa., Board of Trade on co-operation of colleges with business houses, told the local merchants of the advisability of making fireproof clothing for children.

This, said Prof. Bingham, is an easily accomplished result, and one that could be presented in such an interesting and convincing manner as to insure a wide demand for this kind of clothing.

It was his object to show the possibilities of present day chemistry in its application to retail business, where, he thought, its full value had not been realized.

Savings Through Co-operative Buying Large

Co-operative buying has saved members of the Philadelphia Waist and Dress Manufacturers' Association considerable money in commodities such as paper, twine, packing boxes, etc. The association has decided to establish a fabric exchange.

H. H. Chanenson, executive-director, says about 65 per cent of the members have saved 12½ per cent on thread purchases, and about 85 per cent have saved 8½ per cent on paper purchases. Other savings, according to present plans, will be made by including more articles.

Thomas Hart Given Dead

Thomas Hart Given, publisher of the Pittsburgh Post and Sun, died June 28. He was president of the Farmers' Deposit Bank, a director in the Crucible Steel Company, president of the Window Glass Machine Company and a director in many railroad and banking companies.



Some of the shrewdest and most successful national advertisers use THE PEOPLE'S HOME JOURNAL because they appreciate the extra value of an ALL - THE - FAMILY magazine.

Its fiction, its departments and its features are edited with the ALL - THE - FAMILY interest in mind.

Height of Efficiency

To appeal directly to the purchasing agent of the family and at the same time influence all the other consumers in that family is the height of advertising efficiency.

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

F R E Y

Ideas are, after all, the real meat of advertising. The best advertising agents and the most experienced advertisers have learned to expect ideas as well as illustrations from the Frey organization. In other words, Frey Service is creative as well as interpretative.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE • SOUTH
CHICAGO

What to Do With Uncancelled Postage Stamps

Not Illegal to Sell Them at a Discount If Company Cannot Use Them

J. WALTER THOMPSON CO.
CHICAGO.

Editor of *PRINTERS' INK*:

I wonder if you could throw any light on the problem we are trying to solve for one of our clients.

This client sends out samples through the mail in return for a few cents in postage stamps. Consequently, they get in many more stamps than they can use, and at present they have on hand about \$10,000 worth.

The postoffice will not redeem these stamps. Is it permissible to sell postage stamps at less than their face value to firms or individuals? I am under the impression that this is not allowed, but there seems to be no statement in the postage regulations against it.

We would be grateful for any information on how other concerns meet this problem.

J. WALTER THOMPSON CO.
By NANCY MILLER.

WE are glad to be able to throw some light on this question. It is one that has caused many advertisers much annoyance. Companies in the mail-order business, of course, receive in payment for their wares a large number of postage stamps. Besides these, practically every concern that makes a small charge for catalogues, booklets, samples or for some other advertised service, generally receives stamps in payment. How can this excess postage be disposed of? The mail-order department of A. A. Vantine & Company has been struggling with this problem for years and has hit on a solution that seems to work. In describing his experience, J. F. O'Neill, of the company, tells us:

"This problem was one of the hardest we had to solve, and although we used our accumulation of postage in every possible way, we found that the number of postage stamps we received was so much greater than the number we used on outgoing mail, that we printed a request in our catalogue, asking our customers not to send us postage stamps. This reads as follows:

"Please do not send us postage

stamps as remittances. They frequently stick together and are separated with difficulty and often with loss, because of the necessity of tearing them apart. Furthermore, by sending a money order or your personal check you avoid any financial loss if for any reason your letter fails to reach us."

"To reduce the large number of stamps we had accumulated—the value of which at one time exceeded \$20,000—I succeeded in converting most of them into stamps of the denomination of two cents. These I had pre-cancelled, and placed on the envelopes containing our spring and summer catalogues.

"The post-office officials, of course, objected, but when I showed them that they were unwilling to redeem the stamps—which, of course, were in perfect condition—or accept them as payment for catalogues mailed under our permit, they apparently saw the justice of my argument and let the matter drop.

"Some firms, whose outgoing mails are not sufficient to absorb the number of postage stamps they receive as remittances, convert their accumulated postage into cash by selling their postage stamps to what are known as 'Stamp Brokers,' several of which are located in New York. These people usually purchase postage stamps at a discount of 10 per cent."

POSTOFFICE DEPARTMENT PERMITS RESELLING STAMPS

Selling the stamps that accumulate to a broker or to anyone else who may wish to buy them at a discount, as Mr. O'Neill suggests, is a plan that would be followed more generally if the notion were not prevalent that it is illegal to dispose of stamps for less than their face value. Such, however,

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"This problem was one of the hardest we had to solve, and although we used our accumulation of postage in every possible way, we found that the number of postage stamps we received was so much greater than the number we used on outgoing mail, that we printed a request in our catalogue, asking our customers not to send us postage stamps. This reads as follows:

"Please do not send us postage

stamps as remittances. They frequently stick together and are separated with difficulty and often with loss, because of the necessity of tearing them apart. Furthermore, by sending a money order or your personal check you avoid any financial loss if for any reason your letter fails to reach us."

"To reduce the large number of stamps we had accumulated—the value of which at one time exceeded \$20,000—I succeeded in converting most of them into stamps of the denomination of two cents. These I had pre-cancelled, and placed on the envelopes containing our spring and summer catalogues.

"The post-office officials, of course, objected, but when I showed them that they were unwilling to redeem the stamps—which, of course, were in perfect condition—or accept them as payment for catalogues mailed under our permit, they apparently saw the justice of my argument and let the matter drop.

"Some firms, whose outgoing mails are not sufficient to absorb the number of postage stamps they receive as remittances, convert their accumulated postage into cash by selling their postage stamps to what are known as 'Stamp Brokers,' several of which are located in New York. These people usually purchase postage stamps at a discount of 10 per cent."

POSTOFFICE DEPARTMENT PERMITS RESELLING STAMPS

Selling the stamps that accumulate to a broker or to anyone else who may wish to buy them at a discount, as Mr. O'Neill suggests, is a plan that would be followed more generally if the notion were not prevalent that it is illegal to dispose of stamps for less than their face value. Such, however,

is not the case. We have a letter from the Third Assistant Postmaster-General which clears up any doubt that may exist on this point. He declares:

"You are informed that the law prohibiting the sale of postage stamps at less than face value applies to employees of the postal service only."

When a company receives stamps in suspiciously large volume from certain customers, it is well to find out how they obtained them. This fact and several others pertinent to the subject are discussed interestingly in this letter from Henry Schott, of Montgomery Ward & Co.:

"In the course of a year, Montgomery Ward & Co. receives several hundred thousand dollars in postage stamps from its customers as payment on merchandise ordered. Most of these come in two- and three-cent denominations, and usually on orders of a dollar and under. All of these stamps are used by the firm in its own business, so that it is not necessary to sell them to outside parties. Where large amounts of stamps are received on any one order, the house notifies the Post-office Department, which investigates to see whether the sender has a legitimate title to them. Occasionally men who have burglarized post-offices are traced in this way, as well as employees who are stealing the stamps from their employers.

"As handling so many small stamps involves quite a little labor, an effort was made to encourage customers to send in checks or money orders by charging a five per cent discount on stamps involves quite a little labor did not live in remote country districts. This rule, however, was recently discontinued.

"The firm has occasionally sold a thousand dollars worth of these stamps to outside stamp-vending companies at a discount of two per cent. There is no regulation of the post-office nor of law, so far as we know, to prevent anyone selling stamps at a discount."—
[Ed. PRINTERS' INK.]

Publication Will Review Retail Advertising

Beginning with September, the *Dry Goods Economist*, New York, will issue through its Retail Service Department, a monthly paper called "Advertising Ideas." The purpose of the publication will be to enable retail advertising men to keep in closer touch with the advertising that is being done in other sections of the country, and thus to act as an urge on their imaginative powers.

The executive staff of "Advertising Ideas" will comprise A. C. Pearson; A. E. Hurst, general manager; Henry D. Allen, business manager; and Guy Hubbard, consulting editor.

Ty Cobb to Sell Starters

Ty Cobb, American League ball player, so it is reported, will retire from baseball at the end of this season to enter the automobile business. It is reported that Cobb has closed a deal by which he is to become distributor of a Ford starting device. His territory will cover South Carolina, Georgia and Alabama, with headquarters in Atlanta.

A. J. Gibney Representing Fiction Magazines' Combination

Albert J. Gibney, who has been advertising representative of *Munsey's Magazine*, in New York, Philadelphia and the South, will in the future devote his entire time to the Argosy Combination and the All-Fiction field.

Joins Henry Disston & Sons

K. L. Zimmerman, formerly connected with the advertising department of the General Motors Export Company, New York, is now associated with the advertising department of Henry Disston & Sons, Inc., Philadelphia.

L. S. Roda Makes Change

Leonard S. Roda has been appointed sales manager of the Schaefer-Ross Co., manufacturer of photographic display material, Rochester, N. Y. Mr. Roda was formerly with the American Emblem Co., of Utica, N. Y.

R. E. Hutchinson With "Electric Railway Journal"

Roy E. Hutchinson, formerly advertising manager of the Powdered Coal Engineering and Equipment Company, Chicago, has joined the Chicago advertising service department of the *Electric Railway Journal*.

Leslie H. Smith Back With Schirmer

Leslie H. Smith, publicity director of G. Schirmer, Inc., New York music publishers, has resumed his duties after eighteen months of service in France.



Mexicans Flee U. S. Troops. View of fight at Juarez on June 15.



"The Doughboy Takes a Wife." One of many romantic international marriages.

Ignace Jan Paderewski, noted pianist and Premier of Poland, walks to the Peace Conference in Paris.



"Egypt for the Egyptians." Scene during recent rebellion in Cairo.



Private Lynch wins the Knights of Columbus Chateau-Thierry-Paris race.

READERS of Leslie's Weekly see, as well as read, what is happening in the principal news centres of the world.

Leslie's is far-famed for its pictures of world news. Wherever big news develops, there Leslie's sends one of its noted staff photographers, or has a source of exclusive pictures.

On this page are a few of the many pictures of exceptional interest in Leslie's of July 5th.

Leslie's

Illustrated Weekly Newspaper
Established in 1873



STANDING BED T

The only real dealer co-operation is that helps to
least sales resistance. The easier a merchant
from the dealer—in keeping well stocked.

Because of its circulation value, permanent sust
has proved its effectiveness in creating a sustain

Every hour of every day outdoor advertisers

There is no lapse between insertions—their ing is c
appreciates the irresistible selling force behind, per

We shall be glad to tell you in detail just the ou
plans. Write us and a representative will

CHICAGO

Thos. Mack

Largest Advertising Agency in



BED THE DEALER

s that helps the dealer move his goods with the
a merchandise is to sell the quicker the response
stocked.

ermanent sustaining interest, outdoor advertising
ating sustaining consumer demand.

advertiser the manufacturer's selling message.

—the thing is continuous and the dealer realizes and
force behind, permitting quick turn overs of his stock.

tail in the outdoor medium will fit in with your
ative work.

osack Co.

NEW YORK

Advertising in the World

*Are the dead really dead? "I have seen
father, mother and dead soldier in photo-
graphed together, with the dead son looking
not the least substantial of the three."*

Alman Doyle

**THE BODY AND
THE SPIRITUAL BODY**

By

**SIR ARTHUR
CONAN DOYLE**

171

Hearst's for July

*Hearst's Magazine has more contributors—
authors, illustrators and special writers—listed in
WHO'S WHO IN ENGLAND and WHO'S WHO
IN AMERICA than any other magazine.*

Have you read a copy lately?

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New Methods of Commercial Photography That Suggest Atmosphere for the Product

Many Recent Campaigns Illustrated by the Soft Focal Process

By Burnham McLeary

AN enameled-ware kettle can flaunt its virtues from a page of text without in the least suggesting a lack of clothing. So can alarm clocks and electric ranges. Grand pianos, on the other hand, possess in their souls, metaphorically speaking, the elements of harmony that demand harmonious surroundings. This is true in the home, and it is no less true in the advertisements. The effort to create for such products, by illustration and text, an atmosphere of elegance and refinement has always been one of the most elusive problems that the advertising man has had to meet.

Now comes soft-focal photography to contribute its share to the solution. Borrowing a leaf from the modern illustrator's notebook (the illustrator, in turn, having first borrowed his idea from the portrait photographer), the commercial-artist-photographer is now aiming at the same subtle effects that have been the delight of both magazine editors and magazine readers for a number of years, and is directing them toward investing the advertised product in an atmosphere of naturalness and charm that, curiously enough, can often be made so dominant in an illustration that the product may be made quite subordinate without loss of selling strength.

This new turn in advertising art is being used to excellent advantage by one or two of the men's clothing houses, notably L. Adler Brothers & Co., makers of "Adler-Rochester" clothes, and the Sneltenburg Clothing Company, maker of Keep-Kool Summer Clothes. It is also being applied to the advertising of Vogue hats, Rogers Brothers silverware, Rudolph



"IF A MAN WEARS ADLER-ROCHESTER CLOTHES," THIS PICTURE SEEMS TO SAY, "HE WILL BE PERFECTLY AT HOME IN REFINED SURROUNDINGS"

Schreiber Jersey Cloth, B. V. D. underwear and Grinnell sprinkler systems.

The method employed to secure these realistic effects is the use of a special diffused lens which takes the photographs in perfect focus,



GESTS AN AIR OF ELEGANCE

but with a softened effect. The theory of this method is based on the fact that the human eye sees things in masses. When you look at a man's suit, for instance, you do not see each button, each seam, and every stitch—that is, unless you are in the clothing business. You see the suit as a quick impression, favorable or unfavorable. An earlier vogue depicted a sort of young demigod, able to wear his clothes without stirring up even an honest wrinkle—thus arguing a misspent youth. Soft-focal photography says, "Put in the wrinkles, but soften them. They're there, and they're needed to give the picture the atmosphere of reality."

The car card featuring Keep-Kool Summer Clothes illustrates this principle admirably. The outline of the tailoring is not emphasized; indeed, it is practically impossible to recognize a button or a seam. But the *atmosphere* is there, and to make it good and definite the advertiser has even been bold enough to introduce an attractive young lady, who by all the laws of straight photography should dominate the scene. By diffusing the effect and suppressing details, however, she merely gives added charm.

The scene in the drawing-room, in which the gentleman in "Adler-Rochester" evening clothes is paying marked attentions to a beautiful lady, also illustrates the attention that certain advertisers are paying to "atmosphere," to the subordination of mere technical details. The underlying suggestion is that a man who wears this particular brand of clothes is entirely at home in these alluring surroundings, and he, too, may pay court to ladies fair and with a gallantry as to the manner born.

Peculiarly appropriate this sort of photography seems to be for softening hard lines and taking out the exactness that so often offends in the advertisements of ladies' garments. When the appeal is on a straight merchandising basis, of course, and the desire on the part of the advertiser is to reproduce with strict fidelity every line of a garment, soft-focal photography is not the thing at all. But where the atmosphere of naturalness is desired and the suggestion that a particular sort of garment is worn by women who live in fine homes and are accustomed to elegant things—as is the case with the advertising now being done by Rudolph Schreiber—or when a ladies' hat, let us say, needs an artistic setting, as it so often does, to bring out its character, then soft-focal photography



A SEMI-SILHOUETTE IN WHICH THE PRODUCT IS SUBORDINATED, BUT SHOWN IN ARTISTIC AND HARMONIOUS SURROUNDINGS



A MARKED DEPARTURE FROM THE TYPE OF CLOTHING AD THAT DEPICTS EVERY SEAM AND BUTTON

appears to be a peculiarly happy medium.

A group picture made use of by Rudolph Schreiber, shows three girls in pleasant humor looking at a photograph so indistinct that you almost have to guess it's a man. By skill in placing the subjects the young ladies are made the dominant figures in the picture, though no effort is made to show the exact character of the textile (Jersey Cloth) other than to suggest that it is made up into stylish dresses worn by thoroughbreds. For the rest, the outlines of a bed, a table and a reading-lamp are so softened that the mind, in a quick taking-in of the picture, gets more the abstract impression with which nice things are *associated* than exact impressions of just what those nice things are.

So, too, with the Vogue hat. The art in this picture is to show in semi-silhouette a stylish hat against a Japanese lantern and to make the entire composition one suggestive of grace and elegance. The exact material of the hat or its hard, firm outline is the last thing in the world that the advertiser seeks to get across. Indeed, if he *should* get this across in the photograph he would be reproducing a mental picture not true in human experience. People see things in masses, almost never in all their detail. The goal is a re-

production, effected through a combination of photography and pictorial art, of the actual picture which flashes across the human mind, a reproduction that will accurately reflect its spirit and substance.

The principle is that which the copy writer employs with such telling effect when he starts the reader upon a train of thought that leads him on and on in the building of mental pictures all very pleasant and alluring. If he went the *whole* distance, the effect would be ruined. He must give the reader a chance to use his own imagination.

This is just what is accomplished in the photograph showing in silhouette against the softened light that shines through the glass doors of the breakfast-room, a happy young couple fondly surveying their gift of Rogers Brothers' Silverware. Here again the product is not shown in sharp detail, but rather as furnishing the last detail in a scene to which everything has contributed its element of refinement. This illustration shows the tendency in commercial photography to simplify and broaden the treatment of a composition so as to obtain in the final effect the very elements sought by the portrait painter.

The General Fire Extinguisher is using soft-focal photography to accomplish quite a different pur-

pose, namely, to portray with dramatic intensity the desolation which follows in the wake of a fire. Hardly a picture could be more illustrative of the resourcefulness required of the photographer in the matter of choosing the right models than certain of the scenes made use of by "Grinnell" to show the plight of the poor unfortunates whom fire has bereaved of a home. All of which brings us to one of the most interesting features in the entire business.

"Movie" actors and actresses, according to one of the leaders in this new field of illustrative art, are rarely as good at a still-life picture as people who have never posed at all. The former have accustomed themselves to express a series of emotions consecutively *and always in action*. To catch and hold a fleeting emotion is something they are not called upon to do, and the very fact that the motion picture permits of and demands a certain amount of exaggeration works against their success in still-life posing.

The people who express themselves best, on the contrary, are those who, though they may never have acted at all, have run the gamut of life's emotions and know from hard experience what sorrow, dejection, tragedy and despair may mean to the human heart.

These people are to be found in plenty of places, Heaven knows, and one of the tasks of the modern commercial photographer, in rivalry with the commercial artist, is to hunt out from that school of expression known as life such actors as have lived their parts.

Of the tricks that are employed to produce some of the scenic effects that we marvel at, a book could be written—and probably has been. One studio that the writer visited boasted for some of its fantasies a group of tiny toadstools the lids of which were originally delicious pancakes supplied by Mr. Childs. Having been suffered to go uneaten, to wither and to curl up, they were planted on plaster stems, photographed and

subsequently, as enlarged reproductions, made out finely for a faerie garden party!

Your Babylonian temple, chances are, is made out of linoleum. The attic in which the father is teaching the young idea how to shoot is a little toy structure about a foot high. Enlargement brings it up to a size on which the life-size figures can be superimposed. The flame in the fire scene? Simply the blowing of an electric fan on loosely hung chiffon. The crinkly glass in the London stage coach? Tissue paper. The earth, moon and stars in the ethereal scene? Painted rubber balls hung from wires, with Saturn (the prize exhibit) a rubber ball cut in half and glued on a piece of glass. The brilliant topknot worn by the Indian chief, every feather sharply outlined? There's an electric bulb that's hiding among the quills!

And so it goes! The photographer nowadays, to be successful at this latest turn in photographic art, must be not merely a camera expert but past master in the school of illustration. He must know how to select his actors, how to stage-manage his scenes, and finally know how to bring to the photograph the artistic touches of brush and crayon that will complete this novel blending of graphic arts.

The future of soft-focal photography in advertising? Problematic. Like most of us, the average manufacturer admires for other people what he fails to recommend for himself! It takes courage to subdue your product (which you're so proud of you'd like to run full size) to a degree where its outlines are indistinct and it occupies no unusual place in the whole ensemble.

—Yet there are those who believe that this is not only good art, but also good advertising!

Kenner Back with A. A. C. of W.

H. J. Kenner, formerly secretary of the National Vigilance Committee of the A. A. C. of W., has rejoined that organization in his former position, succeeding G. F. Olwin, who has resigned.

(No. 6—Save This Series)

"It's a Long, Long Way to Singapore"

But distance is no handicap in making Universal Industrial Motion Pictures.

Don't hesitate because your plant is at a distance from New York. We can and do make pictures everywhere—anywhere.

"While the Government still lives" we are as near to you as the Railroad Administration Time Tables permit.

Our Cameramen Cover the Map

July 10th, on the S. S. Empress of Asia, a Universal Camera Expedition starts for Singapore, Malay Peninsula, to fulfill a contract for an American Manufacturer. The means of developing negative on the ground, and of its shipment immediately, are to be included in its special equipment.

Last week an outfit went to Springfield, Ill., to "shoot" a number of State Institutions.

In the Sunny South

A crew was in Old Virginia and another in North Carolina a week ago.

Ohio is now headquarters for still another, and Massachusetts and New York also engage our attention. (Names on request.)

Leave the lighting to us—we have taken pictures in the depths of coal mines, and from aeroplanes.

Distribution Too—from Twenty

Foreign Centers

If you don't know what you ought to have in Industrial Motion Pictures—let me tell you.

No matter what your motion picture needs—from an idea to a scenario—from scenario to a production—from production to world-wide distribution—from advice on equipment to the free services of a theatrical architect—you can get it—and get it only from the Universal Industrial Department.

The more confidentially you write me, the more detailed or specific information I can give you. I can give you information that you cannot get anywhere else—and you need it, whether you contemplate making a picture immediately or not.



UNIVERSAL FILM MANUFACTURING COMPANY

Carl Laemmle, President

Harry Levey, Manager, Industrial Department

Largest Producers and Distributors of Industrial Motion Pictures in the Universe
Studios and Laboratories—Universal City, Cal., Fort Lee, N. J.

Offices: 1600 Broadway New York

Advertising stamps back

*You can't dodge it
Don't try to*

CARELESS advertising breeds careless organization methods. Humdrum advertising breeds humdrum methods. Pinched advertising breeds pinched methods. Thorough advertising breeds thorough methods. Big advertising breeds big methods. Inspired advertising breeds inspired methods.

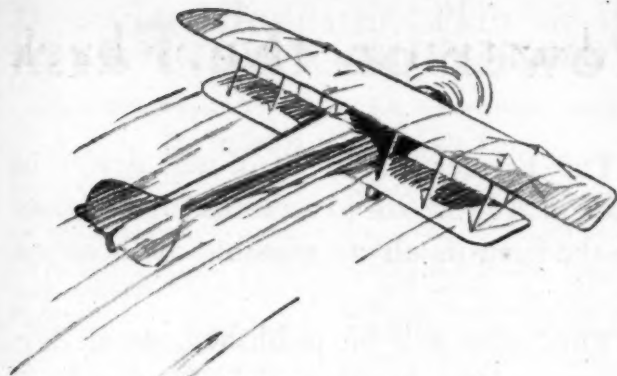
Planning and launching sound, fresh advertising will do something for your business at this commercial juncture that nothing else will do. It will roll down troubles that nothing else will touch. It will start a momentum that nothing else will start.

If you know your problem, some kind of advertising will meet it.



Blackman-Ross C

ADVERTISING 95 MA



If your problem is obscure,
sound advertising planning will
help to clear it up.

If this sounds hectic, you don't
know advertising.

If it sounds correct, you do
know advertising.

Use it.

Get into the middle of it.

Plan advertising until you find
a fresh, sound, inspiring outlook.
Then advertise until you make the
old business a new business—a
business of the new America.

ss Company New
York
SING 95 MADISON AVE.

Power on the Farm

The Farmer, of St. Paul, will devote its issue of August 9th to a discussion of power on the farm in all its possible applications.

This issue will be published ten days in advance of the Northwestern Tractor Demonstration at Aberdeen, S. D.

It will give every exhibitor at the Aberdeen Show a splendid chance to reinforce the Aberdeen exhibit by a timely advertisement, further reinforced by timely discussions of farm power. Forms for this issue will close in St. Paul, August 2d. Your space reservation should be sent in as early as possible.



WEBB PUBLISHING CO., Publishers,
St. Paul, Minnesota.

Western Representatives:

STANDARD FARM PAPERS, Inc.,
1341 Conway Bldg.,
Chicago, Ill.



Eastern Representatives:

WALLACE C. RICHARDSON, Inc.,
381 Fourth Ave.,
New York City.

Member Audit Bureau of Circulations

Repr
Harper
& Brot

How Great Industries Plan for the Next Generation

Products Often Planned Twenty-five Years Before Being Introduced

By Robert R. Updegraff

WHEREVER we find a business that stands solidly in the face of competition, change, panic, and the vicissitudes of life and the world in general, we shall nearly always find a prophet at the head of it.

Interesting are the modern prophets who work almost as a habit five, ten, yes, twenty or twenty-five years ahead of the times. Needless to say, they do not go around shod in sandals and wearing tunics, like the prophets of old. On the contrary, they are very business-like business men, the only remarkable thing about them being that, instead of getting all mixed up in the pattern of the immediate present, they sit in their offices and dream dreams of the future, and their dreams affect every one of us. The men in the offices all around them may be working in July, 1919, while they are working in July 1936, perhaps, or even in 1950. Or, on the other hand, the particular matter in hand may be one concerning 1922. In any event, they work in 1919 only enough to see that the plans they worked out in 1900 or 1910 or 1915 are moving as smoothly as possible through the pattern of the present, and not running into blind alleys in the pattern which would make it necessary for the business to retrace its steps for a new start, after the manner of a man trying to find his way out of a maze.

Among the most interesting of the prophets are the rubber prophets. But, when I accused one of the chief of them, as I sat in his office on the twentieth floor of a great New York office building, of being a prophet, he

smiled amusedly. He was no prophet; he was just a business man. But let me tell you how his organization works and what it is doing, and you may judge for yourself whether the men who guide its development and control its policies are not prophets.

ALWAYS BUILDING IN ADVANCE

Let me begin by relating a little incident about a banquet attended by a group of men engaged in the rubber industry. My friend, who was "just a business man," was asked to take charge of the table arrangements. He called in the head of the company's development laboratory and they put their heads together. On the night of the banquet when the diners entered the banquet hall they found large bunches of roses on the tables. Some of these roses were made by Mother Nature, and some were made in the laboratory of this rubber company. At each place at the table was a rosebud. Some were products of the bush and some of the laboratory. Yet, so realistic were the rubber flowers that it was a good while before the diners noticed the difference.

"But I didn't know you made flowers in rubber," I ventured, after the prophet had told me of this little incident.

"We don't," he replied, "excepting in our laboratory. But we are always experimenting on all sorts of things that some day may be made in rubber. One of these days, perhaps many years hence, perhaps not so many, the ladies may be trimming their bonnets with artificial flowers made from rubber!"

It is in the laboratory where these roses were made, and in other similar laboratories, that the prophecies of the rubber prophets

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are being worked out. This particular rubber company has two such laboratories, one engaged in the development of general commercial applications of rubber and the other devoted to experimenting with textiles. The men in charge of the laboratories are men of education and imagination, and they are allowed, hired, in fact, to let their imaginations run away with them—in rubber. They are not asked to work any definite number of hours a day. They are not expected to produce so many ideas per week. Their business is not to produce definite data of a commercial nature for the company's manufacturing departments; there are other laboratories for that purpose. These laboratories are the workshops of the prophets. Through them we enter the future. The men at the head of these laboratories think in rubber, three, five, ten, twenty-five years ahead, and then work out their thoughts. There are on the shelves of these laboratories models of some of the articles that will be made in rubber, say, ten years from to-day. There are others that will not be put on the market for perhaps fifteen or twenty years. There are some, unquestionably, that will never be marketed, though they are ready should conditions ever prove favorable.

READY WHEN OPPORTUNITY COMES

The method by which these rubber prophets work is interesting in itself, and ought to be highly suggestive to other business men. Assume, for the purpose of illustration, that one of the rubber prophets were to decide that the time was not very far distant when picture-molding might be made from rubber. (For, you understand, of course, that the prophets are working in hard and semi-hard rubber, as well as in soft rubber.) He starts out to work up a suitable composition with rubber as a basis, and finally perfects it and figures out just how much it would cost to manufacture, with crude rubber at the present price and labor paid at the prevailing scale. He makes

out a detailed report of formula, method of production, and the material and labor cost. He sees on the face of it that there is no immediate chance to make or market this rubber molding on a commercial scale, because the cost of the rubber, or the cost to manufacture it, is too great. But he does not stop there. He has at hand all the facilities for gathering full information concerning the cost of wood molding and steel molding, and he gets all of these facts and figures, taking in the cost of the raw material, the cost of labor in converting these two materials into molding, the methods of manufacture, the selling price, weight, and so on. These facts and figures, together with the report on rubber molding, are filed away—put on the shelf, so to speak—for future reference, and the prophet goes on to something else. But the molding on the shelf is not forgotten. It has been put there to await the day when the price of crude rubber may have dropped so low or the price of steel and wood molding may have risen so high that rubber molding becomes a commercial possibility. Or else some new and considerably cheaper method of working the rubber may be invented, bringing down the labor cost to a point where the rubber molding may have an even chance with its competitors.

They do not get carried away with foolish ideas, these rubber prophets, though they do not consider an idea foolish just because it is new or very unusual. All of their work is based on sound facts and figures. It is their business to look into the future and be ready to produce articles, yes, whole classes of products, in rubber as soon as it is commercially practicable to do so.

As a practical example of the work of the rubber prophets, we have only to consider the composition shoe soles recently put on the market by at least three large rubber companies. The rubber prophets had known for several years that a rubber composition shoe sole could be made that would successfully compete with

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leather, once the price of that material reached a certain point, so they went to work to prepare. It is an interesting fact that in this particular case they were not ready as far in advance of the times as they had thought to be, for the war sent the price of leather up to a point where the market was ready for the new composition sole ahead of schedule. But, by being ready, the rubber prophets not only did their industry a good turn, but undoubtedly helped to keep the prices of shoes from jumping even higher than they have gone.

As an illustration of how carefully and how practically the rubber prophets work, I might mention that for many, many months—indeed, for more than two years—before the laboratories pronounced these composition soles ready for the market, pairs of shoes soled with compositions of different formulas were given to policemen and letter-carriers, and other men whose work requires almost constant walking, and a record card was kept in the laboratories for each pair.

Some of the articles which the prophets have worked out are being tried out not only for wearing qualities and general practicability, but also for marketability. For it is an interesting handicap which attaches to the work of the prophets that some of the things they think of in projecting their minds into the future are so unusual, and the very idea of them so novel, that it is hard for other people, who have been following the pattern of the particular trade or industry affected, to stretch their imaginations to accept and to accustom themselves to a given product or article being made in any but the conventional material. So it is that the prophets sometimes have to take it upon themselves to introduce to the public a new product, or an old one made in a new material, to demonstrate to some particular trade or industry that it can be marketed. The prophets' interest may be in selling only the raw or semi-finished material, but their work is not finished until

they have sold their vision, their prophecy, to the masses. This done, they turn it over to the pattern-followers and once more plunge into the future.

But we shall miss the main point of the work and methods of the rubber prophets if we assume that all of this experimenting and dreaming of dreams is merely for the purpose of bringing out new articles in rubber to beat out their competitors, to work out their own hobbies, or to compete with other lines of business and try to "hog" everything in sight. The latter purpose is far from the minds of the rubber prophets with whom I have talked. They say it would be short-sighted policy, and that when they do bring out a new product in rubber, such as rubber harness, for instance, rather than make it themselves, they would prefer to hand the result of their research and experimenting over to the harness industry, and be content to sell the raw material to that industry. They have no desire to upset an established industry; their idea is co-operation, not competition, with the industries into whose fields their prophecies lead them.

VITAL NEED OF ADVANCE PLANNING

Why all of this dreaming of rubber dreams? Briefly, to utilize the enormous and growing output of the extensive new rubber plantations in the Far East. The work of the prophets is based on a solid foundation of economic law, the law of supply and demand. They have set themselves the task of finding new uses for rubber to utilize this tremendous supply which is coming along, in order to stabilize the market, to insure the millions of dollars invested in their tremendous plants, and to protect the thousands upon thousands of workers in the rubber industry.

The electrical industry also has its prophets who, like the rubber prophets, are working constantly years and years ahead, making experiments to-day on electrical machines, devices, processes, which this generation may never hear of,

(Continued on page 122)

What Shall We Pay Our Men?

Simmons Bed Company Adopts Unusual Plan of Wage Dividend

ONE of the big causes of thought and worry on the part of business men to-day is that of fixing a proper recompense for the men who are associated with them in building the business. This fact is true not only among the men who work with their hands in the plant, but also in the case of the executives in the mahogany office.

Labor turnover often applies with double force to this latter class, because men of executive ability are hard to find who will fit into the general plan of an organization and who are as strong on teamwork as they are in individual initiative. The executive who quits because he does not think his salary commensurate with his ability and real worth often leaves a gap in an organization which is difficult to fill.

A profit-sharing plan which helps to take the worry of proper recompense for the individual from the mind of the head of the business has therefore an added appeal in these days of profit-sharing and representation in industry.

A plan which seems adaptable to many businesses, and which fixes automatically the recompense of the individual, has been adopted at the plant of the Simmons Company, bed manufacturer, of Kenosha, Wis.

With a total of 5,000 employees, each individual receives dividends in direct proportion to the stockholders. The plan, as instituted, is retroactive to January 1 of this year. When its profits are ascertained the company will pay a dividend on its annual payroll at the same rate paid on the common stock.

Every worker from the president to the boy who empties out the waste paper baskets will receive the same percentage on this year's wages as the stockholders receive upon the common stock. The \$5,000 a year salesman will get the same percentage return

on his \$5,000 as the stockholder who owns \$5,000 worth of common stock. The man who is paid fairly in proportion to his present value to the business will receive a profit sharing check in the future based upon this value. Any employee temporarily laid off because of sickness or causes beyond his control receives his wage dividend on the sum he earned from the company during the year. In case of leaving the company the man will not share. In case of death, dividend is paid to the legal beneficiary. If at any time the earnings of the company do not warrant the payment of a cash dividend and none is paid, no wage dividend is paid. Employees dismissed for cause have the right of appeal.

If it is agreed that the combined value of all the men working for a business determine the value, the Simmons wage dividend plan has far-reaching possibilities.

It is interesting to note that Chas. P. Steinmetz, of the General Electric Company, speaking at the Editorial Conference in New York, suggested that some form of the wage dividend plan, combined with voting power equal to that of a stockholder might prove to be the logical outcome of the present trend in industrial relations.

The Simmons' plan has simplicity and elasticity to commend it. Properly presented, with the advertising department's aid to the workers in a business, it should improve morale and stimulate production.

Kodak Earns More Than \$70 a Share on Common Stock

The Eastman Kodak Co. has issued its annual report for the year ended December 31, 1918, showing net profits, after Federal taxes, of \$14,051,969, equivalent, after preferred dividends, to \$70.02 a share earned on the \$19,538,400 common stock, as compared with net profits of \$14,542,567, or \$72.53 a share, in 1917.

FIRST

Among American Newspapers IN CLASSIFIED ADVERTISING

Figures published in The Chicago Tribune Book of Facts show the three editions of the

Baltimore Sun

MORNING EVENING SUNDAY

carry a greater classified lineage than any other newspaper in the country.

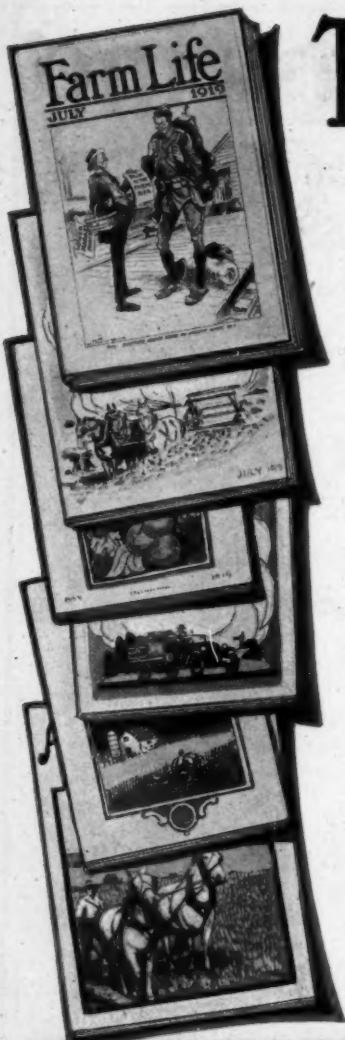
In May The Sun gained 12,000 lines of classified, while all other Baltimore papers had losses ranging from 1,000 lines for one paper to 60,000 lines for another.

¶ The Sun's classified total for three issues (morning, evening and Sunday) in May was 800,600 lines, while the five issues of the other Baltimore papers carried only 462,100 lines.

¶ You may safely judge the reader interest of a newspaper by its classified advertising.

¶ The Baltimore Sun offers the advertiser exclusive carrier delivery home circulation plus the reader interest that goes a long way toward making an advertising campaign a success.

The Baltimore Sun publishes more advertising, Display and Classified, than all the other Baltimore papers combined.



The live Fa

In Advertising
Gains in Recent
Months

Farm Life
is at the top of
the pile

According to figures compiled by the advertising record company, formerly the Washington Press, the percentage of gain and loss of advertising by the leading national farm papers runs as follows:

Farm Life . . .	61 per cent
Second Paper . . .	56 per cent
Third Paper . . .	42 per cent
Fourth Paper . . .	27 per cent
Fifth Paper . . .	21 per cent
Sixth Paper (loss)	1 per cent

SPENCER, IND.
Farm Life

Fast-Growing FARM PAPER

No other national farm paper has made so large a percentage of gain in recent months as Farm Life.

This gain in advertising lineage by Farm Life has been made in the face of steadily increasing line rates.

It shows the value placed by experienced advertisers on the steadily increasing circulation and editorial "pull" of Farm Life.

It is an example of the healthy and rapid growth in every department that has made Farm Life one of the three leading national farm papers—and is keeping it moving still further over the top.

The John M. Branham Company

Special Representatives

New York Chicago Detroit St. Louis Atlanta

SPENCER, IND.
FarmLife



*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



ing as he drove down in his buggy to the general store to get the mail. When the war came on, this man, with literally millions of other American citizens were told all about Liberty Bonds and men came to talk to him on bonds, who knew how to sell them, and the bond idea gradually got hold of him.

In this case, it wasn't necessary to show him the house on which he held the mortgage; he was told that the mortgage was on the United States of America, and being a bull on America's future he bought with faith and confidence. And yet, now that the war is over, the average bond house is going out in the same old way, putting out a mass of statistics, a list of the directors of the company and on the price line, the time-honored phrase "Price on application, or subject to prior sale."

One house, however, has apparently learned a lesson from the war and it is refreshing to see new copy which will start in a list of general magazines in the near future. This is one of the old-established bond houses, Halsey, Stuart & Company. In their advertising they have taken cognizance of these facts:

That the investor likes to see what is behind the thing he is buying. He wants to know what he is going to get for his money outside of the pretty engraved certificate that the bond salesman gives him when he pays over his hard-earned cash. The keynote of the new copy, therefore, is, "What is back of your bond?"

It is believed by the concern putting out this new type of copy that its old clients will be pleased to see them come out with this type of frank, human-interest appeal and that the great number of new investors scattered throughout the United States who are trained to bond-buying by their Liberty Loan experiences will respond to the same type of copy which induced them to buy Liberty Bonds. The full-page advertising in a list of monthly magazines will be tied up closely by newspaper advertising using

the same subject in all the cities where the firm has its branch offices. In the follow-up also a new departure has been made. In place of the usual formal list of securities the reader is asked in the coupon to send for a different type of booklet in each advertisement.

From the first one, for example, the following is taken:

"The Federal Income Tax necessitates an accurate record of your bond-holding. Our loose-leaf security records meet this need nicely. It may be used for recording bonds, stocks and mortgages. A copy will be sent without charge upon a request for the book."

"Choosing Your Investment Banker," is the title of another booklet which is featured in another piece of copy. In this campaign, Halsey, Stuart & Co. have apparently looked ahead beyond the idea of putting over a hurried bond offering in twenty-five cities on the same day. They have laid down a complete campaign running over a period of several months in advance, selling not so much a bond issue in particular as the physical assets back of the bonds the house deals in, and the experience and judgment used by the house in picking out the securities they offer.

In this way, a bond house has adopted from mercantile practice the idea of selling the institution and service rather than the product, and by setting down the fundamentals in this case has opened the way for other bond houses to follow in this modern phase of financial advertising.

It will be interesting to watch how the number of inquiries received from this type of advertising and their quality compare with those coming from the old line methods pursued in the past.

Alfred Jackson Combines with Osgood

Alfred Jackson, who formerly operated the Alfred Jackson Studio, has merged that business with the Osgood Studios of New York, and has become art director.

More Newspapers Announce Subscription Increases

Advances in Postal Charges That Became Effective July 1 Responsible
for Increased Burden on Subscribers

WITH the arrival of July 1, when added second-class postal charges became effective, a large number of newspapers have changed their subscription rates. One list of these appeared in the June 12 issue of **PRINTERS' INK** and an added list is given below, compiled by Charles Johnson Post, director of the Publishers' Advisory Board. A list of business papers that have revised their subscription rates upward appeared in **PRINTERS' INK** for June 19.

BY STATES:

Adrian, Mich., <i>Daily Telegram</i>	
In Michigan, Wisconsin, Illinois, Indiana and Ohio....	\$3.00
Elsewhere	4.00
Ashland, Penna., <i>Daily News</i>	
In Pennsylvania	\$4.80
Elsewhere	6.00
Columbus, Ind., <i>Evening Republican</i>	
In Indiana	\$5.00
Elsewhere	6.00
Lafayette, Ind., <i>Journal</i>	
In Indiana	\$4.00
In other States.....	\$5.00 to 8.00
Nashville, Tenn., <i>Banner</i>	
In Tennessee, northern Alabama and southern Kentucky	\$7.00
Elsewhere	10.00
Seattle, Wash., <i>Post-Intelligencer</i>	
In Washington	\$7.00
Elsewhere	8.00
Seattle, Wash., <i>Times</i>	
In Washington	\$ 9.00
Elsewhere	12.00

TWO-ZONE BASIS:

Austin, Minn., <i>Herald</i>	
Zone 1	\$3.50
Elsewhere	4.00
Bay City, Mich., <i>Times Tribune</i>	
Zones 1 and 2	\$4.00
Elsewhere	6.00
Buffalo, N. Y., <i>Express</i>	
Zones 1 and 2	\$6.00
Elsewhere	6.60
Concordia, Kans., <i>Blade-Empire</i>	
Zone 1	\$3.00
Elsewhere	4.00
Ft. Wayne, Ind., <i>Journal-Gazette</i>	
Zones 1 and 2	\$4.00
Elsewhere	5.00
Grand Rapids, Mich., <i>Press</i>	
Zones 1, 2 and 3	\$4.00
Elsewhere	6.00
Janesville, Wis., <i>Gazette</i>	
Zone 1	\$4.00
Elsewhere	6.00
Lawrence, Kans., <i>Daily Journal-World</i>	
Zones 1 and 2	\$2.50
Elsewhere	3.00

New Bedford, Mass., <i>Evening Standard</i>	
In Bristol County	\$6.00
Elsewhere	7.00
New Haven, Conn., <i>Journal-Courier</i>	
Zones 1 and 2	\$6.00
Elsewhere	9.00
Norwalk, Ohio, <i>Reflector-Herald</i>	
In Huron County	\$3.00
Elsewhere	4.00
Syracuse, N. Y., <i>Post-Standard</i>	
Zone 1	\$5.00
Elsewhere	6.00

THREE-ZONE BASIS:

Cohoes, N. Y., <i>Republican</i>	
Zones 1 to 5	\$3.00
Zones 6 and 7	4.20
Zone 8	6.00
Delphos, Ohio, <i>Courant</i>	
Zones 1 and 2	\$2.00
Zones 3, 4 and 5	2.50
Zones 6, 7 and 8	2.75
Delphos, Ohio, <i>Daily Herald</i>	
Zones 1 and 2	\$4.00
Zones 3, 4 and 5	5.00
Zones 6, 7 and 8	5.50
Los Angeles, Cal., <i>Times</i>	
Zones 1 to 4	\$10.00
Zone 5	11.00
Zones 6 to 8	12.00
Madison, Wis., <i>Democrat</i>	
Zones 1 and 2	\$4.00
Zones 3, 4, 5 and 6	5.00
Zones 7 and 8	6.00
Minneapolis, Minn., <i>Tribune</i>	
Zone 1	\$4.50
In Minn. (except 1st zone, No. and So. Dakota, Iowa, Wisconsin and northern Michigan)	5.00
All other points	6.00

FOUR ZONE BASIS:

Louisville, Ky., <i>Herald</i>	
Zones 1 and 2	\$5.00
Zones 3 and 4	5.25
Zones 5 and 6	5.50
Zones 7 and 8	5.75
Plainfield, N. J., <i>Courier-News</i>	
Zones 1 and 2	\$6.00
Zone 3	6.25
Zones 4, 5 & 6	7.04
Zones 7 and 8	7.56

COMPLETE ZONE BASIS:

Boston, Mass., <i>Evening Transcript</i>	
Zones 1 and 2	\$9.00
Zone 3	10.60
Zone 4	11.00
Zone 5	11.40
Zone 6	11.60
Zone 7	12.00
Zone 8	12.60
Indianapolis, Ind., <i>News</i>	
Zones 1, 2 and 3	\$6.00
Zone 4	6.50
Zone 5	7.00
Zone 6	7.50

Zone 7	\$8.00
Zone 8	\$5.50
Jacksonville, Ill., <i>Courier</i>	
Zones 1 and 2	\$4.00
Zone 3	4.40
Zone 4	4.85
Zone 5	5.60
Zone 6	6.00
Zone 7	6.80
New York, N. Y., <i>Evening Post</i>	
Zones 1 and 2	\$10.00
Higher rates in other zones quoted on application.	
St. Paul, Minn., <i>Dispatch</i>	
Zone 1	\$4.50
In Minn. (except 1st zone), No. & So. Dakota, Iowa, Wis- consin & northern Michigan...	5.00
Special rates to other points quoted on application.	
Salamanca, N. Y., <i>Republican Press</i>	
In Cattaraugus County.....	\$3.75
Additional postage to other points in accordance with Zone Law quoted on application.	
Superior, Wis., <i>Telegram</i>	
Zones 1 and 2.....	\$4.00
Zone 3	4.20
Zone 4	4.35
Zone 5	4.50
Zone 6	4.70
Zone 7	5.00
Zone 8	5.50

An International Board of Advertising

LIVERPOOL, ENGLAND.

Editor of PRINTERS' INK:

In a few months the terms of the peace treaty will be a thing of the past, and the terms and provisions of the League of Nations referred to diplomats will become the maneuvering ground of cabinets and cabinet makers. Meanwhile nations and men will have resumed the arts of commerce, and in the struggle of trade rivalry, the amity and fraternity of the war will tend to be forgotten in the rush for spoils in the arena of world trade.

When all things failed in war time, when men, munitions and money were all vitally wanted, the politicians dropped politics and appealed to Commerce to secure the needed vitals. Commercial men—advertising men, were empowered to make a national appeal. We all know the result. Trained by their vocation to the expression of the nation's needs, men, munitions and money were found.

Today there is a greater need. Good will is wanted between the English speaking races. America and the British Dominions must each be kept informed of the peaceful aims and movements of the other, as they were kept informed of the war aims and movements of each other during the days of war.

A continual press propaganda in both hemispheres would make the whole race one in ideals and outlook. If Britain and America can keep the peace together there will be no more war. We shall keep the peace if we learn more to understand each other. Let both races learn to conduct trade as carefully and as diplomatically as war.

Let a Joint Board of Advertising men—half American and half British, regulate the trade appeals of both nations, so that no foreign advertisement appear that does not bear the approval of such Joint Board, and meanwhile the Board would draw up and issue continuously its own statements in explanation of its trade impulses. The financial cost would be a mild insurance for the guarantee of no further war.

A special department of each government would supply the Joint Board with the fullest information covering commercial proposals, collected from its own Chambers of Commerce, and each government could contribute, if necessary, in equal or agreed shares the entire cost of the international propaganda. If it is felt that government acknowledgment of such Joint Board would vitiate the provisions or the spirit of the League of Nations, then it should be possible for such Joint Board to be set up apart from government control by the joint goodwill of the American and the British people. Government recognition would come later when in practice it was found that the activities of such a Board were wholly on the side of mutual goodwill and understanding.

The formation of such a board of national advertising men would imply an immediate necessity for the recognition by charter of incorporation of the recognized leaders of advertising in both hemispheres.

We would welcome an expression of opinion on the proposal from our friends in the States.

FRANCIS J. COX.

A Sales Point That Sounds Like Ready Money

The Internal Revenue Department is adjusting the tax on cigars has put them into various classes, thus cutting out the three for a quarter price.

We all know a large number of customers from force of habit will continue to ask for a three-for-a-quarter cigar. Never say you haven't got it, but hand out a box of cigars that retail at 8 cents each, such as the Benefactors, Invincibles, Rivalos, Coronas, Dubonnet Belvederes or Sensorias, with a remark in line with good salesmanship such as, "Here is a good three-for-a-quarter with one cent in change to you—we sell them three for twenty-four cents."—"United Shield."

M. I. Barth Representing New Canadian Publication

Max I. Barth has been appointed New York advertising representative of the *Canadian Welding Journal*, Toronto. This publication was started in May, 1919, by a newly organized firm, The Wilcox-Robinson Company, of Toronto. J. N. Robinson was formerly with The MacLean Publishing Company, Limited, Toronto, and E. M. Wilcox was previously with the York Press, Limited, of the same city.

Carrier Circulation Is Home Circulation!

THE Kansas City Star has never laid any stress on its newsdealer or newsboy circulation. What the advertiser wants is the circulation that goes into the home and *that goes there regularly*.

Star circulation is home circulation. It stands for the paper that is thrown on the doorstep by The Star's own carrier. There are actually more copies of The Star delivered twice every day to the homes of Kansas City people than there are families in Kansas City.

Star circulation is dependable circulation. It does not fluctuate from day to day as is the case with street sales and newsstand circulation.

During the hottest day of summer or the coldest day in winter, in rain or sleet, on holidays, Sundays or working days, whether folks can get out doors or not, you can count on The Star being delivered to every home in Kansas City.

THE KANSAS CITY STAR

Morning
220,000

Evening
220,000

Sunday
220,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street

Would You Hitch a Mule to a Chariot?

BARNUM never did—and he was the best Showman the world ever knew. It isn't down in history that the Romans made such a mistake.

When one page of white space costs as much as six thousand dollars—and hard to get, even at that price—it takes on the dignity of the golden chariot.

It isn't quite rational, is it, to hitch up cheap art to royal rolling stock? Whether you get back the cost of that page depends entirely upon what you put on it.

A mule is a useful animal, but it has no place at the business end of a chariot.

It is often wise to see *how much you can pay* for an advertising illustration, rather than *how little*. Quality means good salesmanship.

The pace is swift these days. Advertising art is *real* art. National illustrators are proud of the privilege accorded them to assist in this uplift.

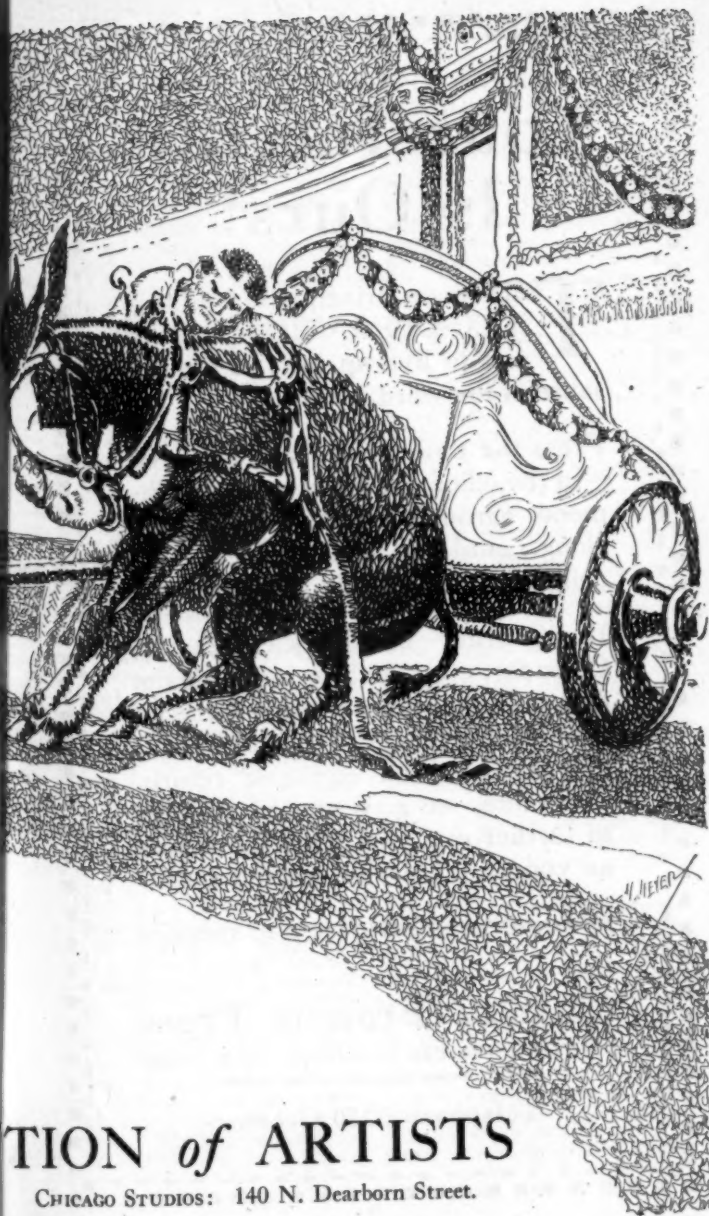
The Ethridge Association of Artists is exactly what the name implies—plus one vital factor. Genuine artistic talent fused with practical business. The combination is not as easy to locate as you might think.



ETHRIDGE ASSOCIATION

NEW YORK STUDIOS: 25 East 26th Street

CHICAGO



ATION *of* ARTISTS

CHICAGO STUDIOS: 140 N. Dearborn Street.

Your Interest Is Ours!

THE main principle in business is CO-OPERATION, and we aim to live up to it in the full sense of the word.

From the time an order is received—in the office; in the several departments through which it is passed along, until the final delivery—the principle is religiously followed.

If your order—be it Booklet, Catalog, Calendar, etc., small or large—is not delivered on time we suffer with you from the fact that the transaction has not produced an equitable return. Therefore, we give you SERVICE to further our own interests as well as yours. Do you get the point?

We co-operate with you to succeed

Charles Francis Press

PRINTING CRAFTS BUILDING, NEW YORK
(Eighth Avenue from 33rd to 34th Streets)

Telephone 3210 Greeley

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IN a
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The A. E. F. As a Distributing Force

How "Charms" Linked Up With Overseas Demand

By Roy Dickinson

IN a little back office of an old tumble-down building in Newark, New Jersey, sat a man with experience—and an idea that haunted him. This man—Walter Reed—knew every phase of the candy business from the machinery by which candy is made to the jobbing and retailing of molasses kisses.

He knew that the old-fashioned hard fruit candies, which used to repose on the druggists' counters when we were kids, had kept up their popularity over a long period of years and that there was always a ready sale for them. Knowing that everything from tooth-brushes to soda biscuits which used to be handled in bulk had been put up in packages for convenience and quick turnover, Mr. Reed thought over the question of the old-fashioned fruit tablets and came to a very definite conclusion. Keeping up his regular business, which at that time was mostly in the machinery and jobbing end, he experimented with some little squares of fruit candy, made out of the best available butter, fruit juices and pure sugar—and distributed a few of them among his friends.

In the meantime, he kept on with his regular business, and pushed the little fruit-flavored squares as a side line. One day, one of his customers to whom he had given some of these little squares, dropped in and told him how much his kids appreciated them. Others of his customers began to make inquiries about the little candies, which took on more definite form with a distinctive packing, and gradually secured a small distribution on the shelves of retailers in the vicinity of his home town. The Charms Company was small at the time, but it looked as though the idea for a five-cent leader had possibilities.

For five or six months this went on, the little fruit squares gaining popularity among people who had heard about them, and then Mr. Reed had a chance to bid upon a Government order. When the soldiers arrived overseas, among the first things they asked for was candy. They wanted something which would be refreshing and would satisfy the cravings for sweets which every man out-of-doors feels.

The Charms Company received what was said to be at that time one of the largest single orders ever placed by the Government on candy. The facilities of the whole company were then placed virtually at the disposal of the Government, and the War Department experts recommended, on account of the compact nature of the little confection and the fact that they were wrapped in a way to withstand dampness, that large shipments should immediately be started for the men overseas.

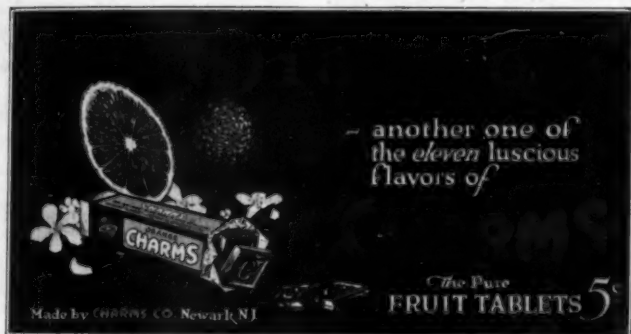
Thus initial large-scale distribution was secured through the American Expeditionary Force, and millions of the fruit-flavored candies were enjoyed by the men in the front-line trenches before the product was even placed upon the home market on any large scale.

DOUGHBOY WRITES FOR TERRITORY

As time goes on, it will probably be found that a great many manufacturers secured their initial impetus by men overseas appreciating the article which came to them in a strange land direct from home. At any rate, the success of Charms is a brilliant example. The little candies, wrapped in the attractive package, decorated with a reproduction in color, with the fruit used to flavor the product, made an immediate hit overseas. Unsolicited letters from the

Jobbing salesmen in the candy field, as in any other, are naturally interested in goods that move quickly for the benefit of their customers. The salesmen for these jobbers, therefore, were asked to send in their lists, which were checked up. An introductory special offer was then made.

campaign had been run, large newspaper space was used on the day that the goods were put on sale. A full-page advertisement was used to start off the goods and to get people's attention for the new product which had come to their town. This initial space was followed up with smaller copy



THE NATURAL FRUIT COLORS PERMIT VIVID CONTRASTS AND BRILLIANT EFFECTS

The jobber was approached, and it was stated to him that on every order which his salesman took from a dealer he would receive a bonus of five cents. He was authorized to offer the dealer one box of Charms of another flavor with every two which he ordered. With eleven different flavors to choose from, this gave an initial distribution covering a great part of the line, and allowed the customer to choose the flavor which he liked best. This introductory deal was stopped after the first order. Tied up with this idea of gaining the good will and active support of the jobbers' salesmen was the advertising campaign.

In each city the opening gun was fired with an advertising campaign in the street cars, started some few weeks before the candies were put on sale. Special color effects had been secured in the street car cards with an exact reproduction of the fruit used in the flavor. An orange, for example, is shown cut in half, and in the same color the fruit tablet coming out of the opened package.

After the street car advertising

which consisted of reproductions in black and white of the colored car card, linking up the newspaper advertising with the street car space.

In the meantime, two men from the company in a special Charms automobile were sent around to the retailers to help them put up window displays and other sales helps.

In addition to the advertising to the consumer, some of the copy appealed to the retail dealers and jobbers at the same time. In full-page copy used in the New York dailies, a tie-up with the overseas demand on the part of the men in France was close. "Ten thousand dealers in Greater New York," said one of the advertisements, "will have on sale five-cent packages of Charms in eleven luscious flavors within three days.

"Millions of Charms were sent to the front-line trenches to refresh and cheer up the boys 'Over There.' They went right to the hearts of our soldiers. The soldiers are just as eager and hungry for them now at home as they were on the battlefields of

Europe. And their craving shall be satisfied. And so will the wants of their sisters and sweethearts, their fathers, mothers, aunts and uncles and everybody else who likes pure, luscious candy."

In a box below this consumer copy was a talk to dealers.

"If you have not been advised of our liberal distribution offer, get in touch with your jobber at once."

Similar special boxes to jobbers said:

"If any of you have been overlooked by our salesmen, don't feel offended. We have tried to see you all. Write or phone us at once, and we will help you give your trade the benefit of our introductory proposition. Quick action is required."

In the first city tried out along these lines, according to Morris Scheck, of the Scheck Advertising Agency, working through the jobbers and with special crews to help window displays, 99 per cent distribution was secured in one week. As the candies moved over the counters of one city, others were taken on, and the same plan has been tried in Philadelphia, Baltimore, Washington, Pittsburgh, and in a short time other cities will be added—one at a time. The carton in color, along the same line as the car cards, forms a distinctive counter display, while the window trims and other forms of retail publicity are supplied to dealers who handle the candy. There are undoubtedly many other manufacturers who secured their first distribution through the men who wanted goods from home while they were abroad. Many a private brand manufacturer when he secured a Government order was asked by them to put a brand on his goods, as the Government apparently did not want unnamed and unbranded merchandise. Many of the articles thus branded for the occasion have made good overseas and the manufacturers are now wondering what their next step is to be. The soldiers have come home and asked for goods they are used to receiving "over there" only to find none on sale. In this way, several

manufacturers are throwing away a tremendous asset—the good will of men in the foreign lands for goods made in their own. Before the rest of the A. E. F. comes home, it would be well for such manufacturers to look into the possibilities of distribution and advertising, its logical aid. The step from the private brand into the field of national advertising will never be easier for such concerns than the opportunity which lies before them now.

When Fire-Extinguishers Are Most Wanted

The H. W. Johns-Manville Company, in business-paper advertising, points out to dealers that the public will be in a better frame of mind to buy fire-extinguishers directly after there has been a fire in town. "Dress your window every time there is a fire in town," is the heading of the advertisement, which shows the window of a motor-accessories store with a Johns-Manville display.

"A fire in your town is a wonderful publicity agent in selling Johns-Manville Fire-Extinguishers for you—when you take advantage of it," says the copy.

"With fire-consciousness still fresh in every man's mind—that is the time to dress your windows with persistent reminders of it. His home, his business, his car or truck may be the next to burn.

"The fire dread is dormant in every man—the town fire wakens it to fire-consciousness and action.

"Your window displays of Johns-Manville Fire-Extinguishers, showing how easily everyone can be absolutely protected with these quick smotherers of fire, is a sure way to promote sales and fire safety in your town."

Wanted: Someone to Groom Parrot

A Toronto daily recently carried in its classified columns an advertisement which reads as follows:

"Someone to call and cut a parrot's claws."

The ad was inserted by an invalid who was unequal to the task and had to find someone to manicure his polly's toes.

To Represent Rotogravure Sections

The Graphic Newspapers, Inc., New York, has secured the representation of the rotogravure sections of the following papers: Houston, Tex., *Post*, Bridgeport, Conn., *Post*, Newark, N. J., *Call*, Peoria, Ill., *Journal-Transcript*, Philadelphia *Record*, Charlotte, N. C., *Observer* and Mexico City *Excelsior*.

Quality plus Quantity!

MoToR, at thirty-five cents a copy, sells more copies per issue on the newsstands than all the other automobile publications combined. MoToR appeals to the motorist who instinctively recognizes merit and is able and willing to pay the price for it.

Partially completed investigations prove that 83% of MoToR's readers are owners of cars costing over \$1,000. Of these readers, 50% possess cars valued at \$2,000 and more. The number of cars owned by MoToR's readers averages 1.7 per capita. These facts prove the quality of MoToR's owner circulation.

So too, with dealers. The side-street, back-alley dealer does not read MoToR because its aims and purposes are beyond his conception. But the live dealer—the dealer who is a business force in thousands of cities, towns and villages—invariably reads *the livest industry's leading magazine*.

As to quantity, MoToR's A. B. C. reports for 1919 will show the largest net paid circulation ever attained by any automobile magazine.

Watch MoToR Grow!

MoToR

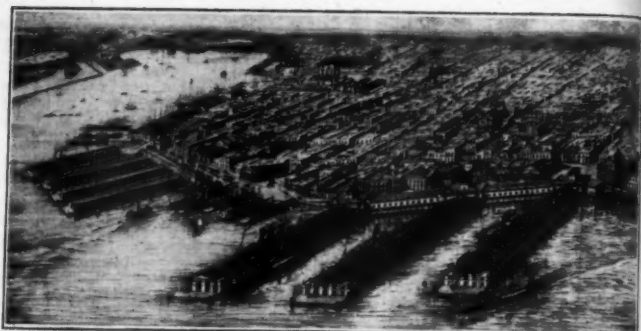
THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ill.
326 W. Madison St.

MoToR sells more copies per issue on the newsstands than all other automobile publications combined



Havana's modern water-front

A \$300,000,000 Market at our door

CUBA will buy \$300,000,000 worth of goods from other countries in 1919.

Eighty per cent, or \$240,000,000, will be bought from the United States.

Every sort of product will be bought—and in substantial amounts.

Our sales of boots and shoes alone will amount to over \$10,000,000. We will sell Cuba over \$3,000,000 worth of condensed milk.

Havana, the chief port, with its 353,409 inhabitants, is 1227 miles from New York, a four day trip by water, or a two day trip by rail and boat via Key West.

Here is a real market, right at our doors.

What are you doing to gain it for *your* product?

If you are already selling in Cuba, are you doing the large and increasing business you should do there?

If you are not in the Cuban market, or have sent only a few isolated shipments, now is the time to enter it.

Cuba grows more prosperous every year. This year the sugar crop alone is estimated at \$500,000,000 and the tobacco crop at \$50,000,000.

If your products are already on the Cuban markets, you can build a real business there as you have done here—by *advertising to the public*. You must reach the actual consumers. Their demand for your product is the only firm basis for growing sales.



How to reach the Cuban consumer

You can now advertise effectively in the leading publications in Cuba through the Caldwell-Burnet Corporation, which represents 16 newspapers and magazines there. They reach and influence the potential buyers of your products.

The Caldwell-Burnet Corporation also represents over 300 leading publications, car card and posting companies in other Latin-American countries—a market hungry for our goods. These markets together with Cuba, bring the total amount of goods bought from the United States up to \$673,372,609 in 1918.

If you are not in these markets you will want complete, definite information about them. You will want the answer to such questions as these: Is my product right for this market? What are the distribution facilities? Prices? Duties? Should my package be in English, Spanish or Portuguese?

The Caldwell-Burnet Corporation has the information that will answer these and other vital trade questions for you, for Cuban and Latin-American markets. Its representatives in the field keep its information up-to-date.

To Advertising Agencies

The Caldwell-Burnet Corporation acts as a Special Agency representing Latin-American media. Its knowledge of Latin-American markets and the facilities for entering them are available to all accredited agencies. It works with the advertising agency whose services are, of course, vital. For further information write or telephone to-day. Telephone, Bryant 2060.

CALDWELL-BURNET CORPORATION

Representatives in the United States of Foreign Media

Note :— The Caldwell-Burnet Corporation has moved to larger quarters at 112 West 42d St., New York City

Collier's

THE NATIONAL WEEKLY

Mr. Fred. J. Maxted
with Collier's western
organization since 1910,
succeeds Mr. Heber H.
Smith as western mana-
ger, with offices at 1020
Westminster Building,
Chicago.


Advertising Manager

More Than a Million a Week

The Place of "Stunt" Advertising in the Merchandising Plan

A Study of J. George Smith's Methods a Cure for Dry Rot

By John Allen Murphy

AN agency man and the representative of a publication, seated comfortably in the cushions of a Pullman smoker, were leisurely chatting about things in general as they sped across the country. Running out of talk, the conversationalists looked out the window and found the train had pulled into a little city and was slowing up for a stop. The first thing that caught their eyes was a drug store, located across the tracks from the depot. In both of the show-windows of the store were a number of toy balloons dancing up and down in merry fashion.

"Good attention-getter, that," observed the agency man.

"Purely a stunt. Anyway, the idea has whiskers on it," replied the publisher's representative. "I have to say," he continued, "that I am not very crazy about stunts. They remind me of a humorless man trying to be funny. To my notion, a stunt is not constructive advertising. It is merely a trick to get people to look. After their curiosity is satisfied they pass on, forgetting all about the product or the store that the stunt was supposed to benefit. Stunts do not sell goods; neither do they build good will. Therefore, of what use are they?"

"I don't agree with you," broke in the agency executive. "Whether or not it is good advertising depends entirely on the stunt and how it is used. To be sure, I do not believe in bizarre attention-getting schemes, but I've seen many stunts pulled off that proved to be splendid business-builders.

"The trouble with many stunt advertisers is that they are not consistent in their methods. Stunt advertising is like any other kind of advertising—to be successful it must be consistently adhered to.

To maintain the public's interest in stunts new ideas must constantly be devised. Unfortunately, many business men are not sufficiently resourceful to continue thinking up new schemes all the time. That is why so many advertisers that set out to use stunts eventually give up the plan.

"Nevertheless, the use of stunts has contributed mightily to the success of many an advertiser. This is particularly true in the retail field. Of course, to be truly successful an advertiser should not depend on stunts alone. They should be part and parcel of his general sales campaign. Stunts should not take the place of regular advertising, but often they can be effectively employed to supplement it.

"Take that man J. George Smith, of St. Paul and Minneapolis, for instance. He is one of the cleverest stunt advertisers in the country. I have been hearing about him for years, but last week our vice-president told me the details of his methods and it is a long time since I've listened to such an interesting story."

MR. SMITH'S MIND RUNS TO IDEAS

And thus ran the discussion. When the publisher's representative returned to New York he told me about the argument he had with his agency friend. The mention of J. George Smith's name reminded me that I have been intending for some time to write an article about the enterprising methods of this well-known Minnesota confectioner. He is both a manufacturer and a retailer and besides does a large mail-order business. He has a store in St. Paul and another in Minneapolis, or in "Twin City, U. S. A.," as Mr. Smith likes to put it.

It is hardly fair to call Mr. Smith a stunt advertiser. He is really an all-round, seasoned advertiser. But it is in getting up stunts that he shines. In fact, so successful has he been as an advertiser that I know of at least five large concerns that have considered offering him the advertising managerships of their businesses. Of course, it isn't likely he would be interested in these offers, but the fact that several strong companies were so impressed with his methods that they wished to tempt him away from his own business speaks well for his work.

Smith's methods may be grouped in three classifications: His displays; the original names he gives his merchandise, and the odd packages which he devises.

Hundreds of persons in the Twin Cities go out of their way every day to see the latest wrinkles in Smith's windows, and they are never disappointed. The windows are trimmed fresh every twenty-four hours. This work is always done at nine o'clock in the evening. Nothing is allowed to interfere with the plan. The Saturday night windows stay in until Monday night, as the stores are not open on Sunday. The marvelous thing about these windows is that exactly the same display is hardly ever repeated. The district manager of an insurance company told me that he has passed one of Smith's stores every week-day for eleven years and he does not remember in all that time seeing two windows that were the same. Of course, the same kind of merchandise and the same sort of packages are often repeated, but there is usually some little deft touch to make the window different.

Generally Mr. Smith's displays are not elaborate. In fact, they are very simple. One day a queer assortment of French dolls will be shown. The next day, perhaps, pink peppermint creams will be exhibited in some odd kind of a package. In the course of a year every conceivable kind of a novelty that exists anywhere in the

world that can in any way be tied up with candy is likely to make its appearance in one of this confectioner's windows.

Occasionally J. George will install a window of more elaborate aspect. I remember one which kept the customers guessing for several days. Folks on their way to work one morning were startled to see in one of his windows a fountain of grape-juice pouring from a large bottle which was suspended horizontally on chains in mid-air. As the juice continued to pour in torrents all day long, people naturally wondered where it was coming from. The bottle was in plain view and there was apparently no way in which it could be secretly filled. Thousands of persons visited the store to see this cascade of grape-juice, but few of them were able to figure out where the hundreds of gallons of juice that poured from the bottle during the day came from. The explanation is that the juice was pumped up from under the window through a small tube that emptied into the bottle. As the bottle was tilted slightly downward the juice poured out immediately and fell down around the tube, thus hiding it from view.

WINDOWS NOT OVER TRIMMED

Smith's windows are always daintily elegant. He achieves his artistic effects by the use of restraint. They are never crowded. Sometimes he will give a whole window to a single article. I have seen him devote a window to a glass of lime-freeze or to some other drink that he may be featuring at his fountain. He exhibited made-up fancy drinks in his windows fifteen years ago. Of course, the idea is now commonly employed.

Perhaps it is in giving catchy names to things that Mr. Smith is at his best. He has actually originated hundreds of names for drinks, for candies, for souvenirs and for other things. He has registered a number of these names to protect his right to them, but most names are used only temporarily to sustain a fad.

—the War Department

in its advertising campaign conducted by the U. S. Army Recruiting Service, recognizes the predominance of newspapers as the most influential and adaptable mediums.

The cities selected for the campaign are those in which the Government has main recruiting offices.

The Government selects the medium which at once has the greatest influence, reaches the most people and can be localized right where machinery is ready to cash in upon the demand which the advertising creates.

Mr. National Advertiser, why don't *You* advertise right where your goods are on sale? Then extend the campaign to keep pace with your distribution.

That is right advertising.

Invest in Newspaper Advertising

E. Katz Special Advertising Agency

Established 1888

Publishers' Representatives

New York
Chicago

Kansas City
San Francisco

Mr. Smith does a tremendous business in favors and in souvenirs. The names he gives these things explain his success in selling them. He claims that such articles will not sell in a big way until he gives them a name that catches the popular imagination. Often a novelty will sell substantially under some humorous name it has been christened. Finally the people will tire of the thing and the sale will drop off. Often Mr. Smith will then give the thing a new name, and, lo and behold, the article will once more regain its old popularity and sell like wild fire until the catchiness of the second name wanes. For example, this confectioner had a large sale on a little June bug toy which is wound by running on the floor. At last this item became a dead number. Mr. Smith then called these bugs "cooties" and the whole city seemed to want them.

One of this country's largest automobile shows is held at Minneapolis. During this time the subject of this article has his own "Smith's Baby Auto Show," at which he shows all kinds of auto souvenirs and favors. Literally thousands of people buy these baby autos so that they can go home and jokingly say they bought a car at the show.

NAMES OF HIS GOODS ATTRACT

It isn't alone his merchandise that this Twin City merchant labels with distinctive names. He is likely to attach a fetching title to anything that strikes his fancy. He is now calling the block in which his Minneapolis store is located "Promenade Square." To walk around it twice is just a mile and a third, and many persons, especially during the noon hour, are forming the habit of taking the hike as a constitutional. Having folks walk around your block for exercise is not a bad means of keeping your store before people, is it?

It would not be hard to fill an entire issue of PRINTERS' INK telling of Mr. Smith's name-giving propensities. Space, however, will

permit of only a few examples—enough to illustrate his methods. One of this man's most famous names is "Smith's Dollar Dreams." This is the candy that Mr. Smith usually advertises nationally, when he indulges in that form of publicity. "Dream" is, of course, a take-off on "cream." When this name was first coined, dollar chocolates were much rarer than they are to-day. When people then paid a dollar a pound for candy they expected something that smacked of the divine. The name "dream" admirably fitted in with this idea, and it has been used so successfully by Mr. Smith that to-day it is accepted as synonymous with high-grade chocolate creams.

CUSTOMERS HELP COIN NAMES

People wonder where Mr. Smith gets his ideas. He says that every idea that he gets, when he stops to analyze it, invariably suggests several others. He claims, however, that the best ideas usually come from his customers. He will stew over some novelty for days trying to think of a selling name for it. At last he will give up and place the thing in his windows without a name. Shortly some customer will come in and suggest a most appropriate cognomen for the novelty. Many of his best names are derived in just this way.

Most merchants have only twelve months in the year in which they can do business. Smith says he finds twenty-five months in every year. What he means is that there are twenty-five candy-selling seasons in a year and each one of them is as good as a month to him because he works it to the limit of its possibilities. Mr. Smith discovered when he went into the candy business many years ago that confectionery could be tied up to every season by packing it in a box that would be appropriate to the season.

Candy will sell much better for St. Valentine's day if it is packed in a heart-shape box. Put up in this way it becomes a most suit-

(Continued on page 77)

"OKLAHOMA'S
DOMINANT
FARM PAPER"



**The OKLAHOMA
FARMER-STOCKMAN**

More than 68% of Oklahoma's 2,289,855 population is rural.

About half of this population is reached by the

**Oklahoma
Farmer-Stockman.**

Market analysis for your product and any requested data cheerfully furnished.

Oklahoma Farmer-Stockman


Oklahoman Bldg., Oklahoma City

E. Katz Special Advertising Agency

New York - Chicago - Kansas City - San Francisco

J. B. Keough, Atlanta, Ga.

Foreign Trade via



COMPANIES reaching out for export business will be vitally interested in the overseas circulation of **THE IRON AGE**, totalling over 10 per cent of its entire distribution and representing abroad, just as at home, the biggest and most powerful firms in the iron, steel and metal working world.

**The World's
Greatest
Industrial
Paper**

239 WEST 39TH ST.

THE IRON AGE
New York



via The Iron Age

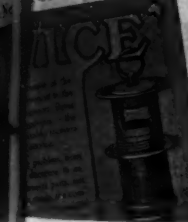
THE IRON AGE is making gigantic strides in augmenting this subscription list by constant addition of names of foreign concerns in all important world markets where American products can and will be sold.

Publicity in this medium gives the same effective service in the development of overseas sales that it does in the United States of America.

This double approach to business means much to you. Write for further information.


ON AGE

York



**Charter
Member
A.B.C. and
A.B.P.**

NEW YORK CITY.

CLASS OF SERVICE REQUIRED Day Letter _____ Day Letter _____ Night Letter _____ Night Letter _____ <small>Service charges made by a station on the basis of service rendered. Transmission time, telegrams, will be transmitted as a night day telegram.</small>	<h1 style="margin: 0;">WESTERN UNION</h1>  <h2 style="margin: 0;">TELEGRAM</h2>	Form 1234 Receiver's No. _____ Class _____ Time Filed _____
<p><small>Send the following telegram, subject to the terms on back hereof, which are hereby agreed to.</small></p> <p>RECEIVED AT St. Joseph, Mich., Union Bank Bldg. Telephone 52</p> <p>FROM EN 59 COLLECT BLUE</p> <p style="text-align: right;">CHICAGO ILLS 451P MAY 27 1919</p> <p>POWER FARMING PRESS</p> <p>ANSWERING YOUR LETTER TWENTY SIXTH CONTRACTS FOR <u>HYATT</u> <u>HEMY</u> <u>PARRETT</u> <u>MODINE</u> <u>HUNKLEY</u> BOTH <u>POWER FARMING</u> AND <u>POWER FARMING DEALER</u> BEING SENT. YOU IF YOU HAVE NOT ALREADY RECEIVED THEM PLEASE BE GUIDED ACCORDINGLY USING THIS WIRE AS AUTHORITY FOR THESE CONTRACTS IF ANY DETAILS ARE LACKING TO COMPLETE YOUR RECORDS REST ASSURED WE WILL SEND THEM TO YOU</p> <p style="text-align: right;">CAMPBELL EWALD CO</p> <p style="text-align: right;">7 14P</p>		

Five full pages in both PF and PFD in each issue—all special positions.

These five dominant concerns in the power farming field have used these two publications from the start of their campaigns.



THE POWER FARMING PRESS
ST. JOSEPH, MICHIGAN

MEMBER AUDIT BUREAU CIRCULATIONS

able valentine itself. Candy will sell at Easter time under any circumstances, but the better grades will go much better if they are packed in an Easter egg. Most persons would not associate St. Patrick's day with candy if the enterprising confectioner had not thought of putting up candies in a box shaped like an Irishman's green hat.

No occasion is allowed to pass without tying up with it in some way. If there isn't a special box for the event, there is some novelty on exhibition that will remind the thoughtless that candy belongs in their plans. I do not wish my readers to infer that J. George Smith is the only confectioner who pushes seasonable packages, but I do say that he has gone much further with this idea than have most candy dealers and that he started to do these things years ago, before the idea of hitching up confections with the seasons was as prevalent as it is to-day.

But the seasons is not the only reason for a variety of packages. Mr. Smith has made a most intimate study of the genus, young-man-in-love. He knows that it is essential for the fellow thus afflicted to make an impression on the girl of his dreams. Not only must he make the impression once, but he must keep on making new impressions. The first time a young lady receives a box of fancy candy it is an event in her life. If she continues receiving a similar box once or twice a week, she soon gets used to it. In other words, by the time the ninth or tenth box arrives it doesn't make much of an impression.

What is the swain to do then? He can send her a different kind of box each time. If the first three or four boxes she receives are the common garden variety of box, she will be elated when she opens her fifth package to find that it is, let us say, a papier-mache alligator and that the candy is concealed somewhere within the hold. If the element of surprise can be introduced into the semi-weekly candy delivery, the girl's

enthusiasm for the sender is not likely to wane. Of course, I don't say that all girls are so particular, but Mr. Smith's store is prepared to meet the whims of those who are.

"A YARD OF CHOCOLATES"

Smith's best-known package is the one that holds the "yard of chocolates." The box is actually a yard long. In the Twin Cities on Sunday evenings this box may easily be identified as it is carried under the arms of divers young men as they scurry for the street-car running out "her" way. There are few packages for any product that are in use in this country that have done more to advertise their originators than has the yard box.

I should conclude this story, as it is running past my allotted space, but there are two or three other "stunts" this confectioner uses that I must tell you about. He has one candy that he sells for five dollars a pound and there is a drink that is served at his fountain that costs \$2.50. To be sure, not many of these delicacies are sold, but at that more are sold than you would imagine. The purpose of them is to give "class" to the store and to act as a trading-up influence. Not only that but these two high-priced items cause a lot of talk. I have heard them discussed all over the country. Many persons hearing of the \$2.50 "soda" make up their minds to visit the store where it is served the first time they go to either St. Paul or Minneapolis.

J. George Smith sells a yearly candy subscription to anyone caring to purchase it. It costs \$52 and entitles the subscriber to a box of candy a week. This plan is not yet on a paying basis, but Mr. Smith says he intends to keep it up, as it is an idea with great possibilities. He says that many men probably do not subscribe for fear that they will not be able to hold the girl for a whole year. He is now anticipating this objection by advertising that the address may be changed at any time.

He tried to take a candy census of the Twin Cities, sending the girls of those towns a questionnaire, listing 365 different kinds of candy—one for each day of the year. He asked them to state their preferences on this list, but somehow or another the ladies did not respond. The reason for the canvass is that Mr. Smith repeatedly gets orders asking him to send So-and-So a box of her favorite candy, and when this happens it would be mighty handy to refer to a filled-out questionnaire.

Smith's telephone system is known all over the United States. On each table in his ice-cream parlor, and there are several dozen tables, is a telephone. Instead of giving your order to a waiter you phone it to the fountain. Each item on the menu card is numbered and all that is necessary to do is to take down the receiver and give the order thus: "two, number 117." These phones have outside connections and customers often do a lot of telephoning while sipping their favorite soda. Not long ago a man called up San Francisco while seated at one of these tables.

I know that many of these ideas that Mr. Smith is using are being employed by others. The purpose, however, of this article is not to lay claim to any particular idea, but rather to describe a method of business-building that is coming more and more to be employed by progressive merchants. Many things in retailing can be standardized, but there are many other things that cannot. Methods cannot be standardized. Successful retailing cannot be reduced to an exact formula. It is a job for the individualist. New ideas must constantly be introduced into distribution. People respond to new appeals. The fellow who can do things in a way that they have never been done before is going to get business away from the fellow who worships too much before the conventions. Looking in occasionally upon what a merchant like J. George Smith is doing keeps us away from dry rot.

Plotting Industrial Peace by Map

BROOKE, SMITH & FRENCH, INCORPORATED
DETROIT, MICHIGAN.

Editor of PRINTERS' INK:

Since the labor situation has become so acute in various sections of the country, a good many sales managers are concentrating their activities in communities which are suffering the least.

Can you suggest a way to get up-to-date information on labor conditions so comprehensive that it would be possible at any one minute to plot a map picturing the situation?

GUY C. SMITH.

MR. SMITH asks a rather hard question in his second paragraph. For his benefit, and for the benefit of sales managers and advertising men who wish to find out the same information, the editor is glad to refer to the Division of Information and Education of the U. S. Dept. of Labor, Washington, D. C. Daily bulletins are issued by this department, showing labor conditions in various parts of the country. Strikes, settlements and arbitrations are carefully gone over and information sent out.

Sales managers and advertising men, as has been pointed out in PRINTERS' INK very often, can assist in making conditions in their own town better by looking within their own factories, getting a good article to sell in the way of the ideals of the firm toward its men, and then selling it to the men by sales and advertising methods.

If, instead of using copy to combat each other in a city the associations of manufacturers and the central labor body would use joint space, advertising the aims of labor and the aims of business in so far as they agree (and they have many points of agreement) for the good of the city, a good deal might be accomplished.

In the meantime, we believe that Mr. Smith will find a number of communities which are actually suffering because of an acute strike but not so many as might be expected.—[Ed. PRINTERS' INK.]

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When a Manufacturer Sells at Retail "to Learn the Business"

What Royal Tailors Are Doing in Chicago Loop District

LET'S see. Didn't somebody say the women always had to do a lot of shopping around before they bought anything? And isn't Mr. Average Man the lordly creature with exceedingly valuable time who always insists on speedy service and the most up-to-date conveniences in his buying? Isn't he the person who does his share of complaining about the high cost of living, who criticizes his wife because she buys her groceries over the telephone—but who is willing to save money in buying if the saving involves no inconveniences or effort for him?

Well, Mr. Man is stepping down off his high horse and therein is a worth-while opportunity for advertisers. He probably never will get into the women's class as an expert shopper. Women shop, you know, for sheer love of the sport. But he is going to buy more carefully from now on and not scorn the expenditure of a little extra effort when it means the saving of money.

The reason? For one thing, wholesale clothiers come right out in plain print with the prophecy that within the next few months a good suit of ready-made clothes will cost the wearer not less than \$100. A Chicago tailor sold the writer a summer suit three years ago for \$40. To-day he asks \$75 for exactly the same thing. That's the reason men shop around—the reason why they eagerly grasp at any opportunity to save a few dollars on the things they wear.

If anybody has anything to sell men, therefore, he is going to find a ready and profitable response if he reduces his service and conveniences to the point where he is able to cut something off his price. Men will submit to the lessened service now because prices in some lines are going up so high as to frighten them.

PRINTERS' INK a while back told

about the Royal Tailors of Chicago starting to sell goods at retail in that city for the purpose of developing advertising and selling ideas with which to help retailers. The Royal Tailors, as pioneers in the tailor to the trade business, have representatives in 10,000 cities and towns all over the country. To work up some ideas for these selling agents the company decided to do some retailing itself, confining the retail privilege strictly to registered voters in Chicago. The Royal Tailors advertised therefore that men could buy by appearing in person at their plant a suit of clothes made to order for \$25.

MEN FAST BECOMING SHOPPERS

They started something. The thing quickly grew into a huge business. The Royal Tailors are located at the extreme outer edge of the downtown wholesale district. You can't get there on the "L" or the surface lines.

Will a man walk for fifteen minutes through a messy garment-making district, go through the red tape that seems to be necessary in a great wholesale house, order his suit, pay cash in advance for it and then wait ten days for it to be delivered.

He will. He does.

The Royal Tailors started out after ideas for retailers. They got them. The biggest idea is that to-day the men will shop under circumstances that they would not tolerate a few years ago. It is a consummate nuisance to walk over to the plant. But they have been advertising that they will make a suit of clothes for \$30 that probably would cost \$45 in the easily reached loop establishments. The price was raised to \$30 after the proposition had passed the experimental stage. Now the minimum has been raised to \$40. Fifteen dollars is quite a lot of money—

pretty good pay for walking fifteen minutes. This is why the campaign is going over so big—why Chicago men in great numbers are buying clothes there.

The working out of the plan has not interfered with the company's relations with its retailer customers. The buying privilege is confined strictly to residents of Chicago and therefore takes no trade away from the retailers in other towns who sell the suits from swatch books. In fact the company's experience in this retail venture has already been reflected in increased efficiency in the service department.

The advertising campaign is being carried on through the Chicago daily newspapers. The advertisements are along such lines as "Is the Belt-of-Iron around the Loop a belt around your clothes buying judgment?"

"Europe might have discovered the new world many years sooner," one advertisement says, "if it had dared to break its mental boundary line. Great explorers and great discoverers are simply men with nerve enough to ignore custom's barriers. If you have the courage to explore three blocks south of Van Buren street you will find a new continent awaiting you. Here is a new world of custom-tailor fashions and fabrics at prices that are absolutely impossible of duplication in any high rent or highly segregated shopping district."

The strong feature about advertising of this kind is its 100 per cent frankness and its strong appeal to good ordinary business sense. Its success is ample proof of the benefits of being frank and open in advertising presentations and keeping away from the very appearance of trying to put something over.

Manufacturers and everybody else selling to retailers and thereby interested in the retailer's success would do well to take note of campaigns like the Royal Tailors. Retail advertising is going to have to take a new angle. It must stress the money-saving idea and at the same time give concrete reasons

why the money can be saved.

People are responsive when money-saving propositions are broached in advertising if the saving is not going to be made at the expense of quality. Merchandising experts say that never in their lives have they seen such a uniform and widespread demand for quality merchandise as they are experiencing now. Trash has had its day.

If the quality is kept up and a saving made in spite of this the saving logically must be made at the expense of service. People gladly will do without service if they can be shown that thereby they can save money.

During the war when the big department stores took advantage of the Government's suggestion and asked women shoppers to carry home small parcels instead of insisting on having them delivered, the women rose in wrath. They are willing enough to help the Government conserve man power and willing enough to carry the parcels. But they did not see why the retailer should be the sole beneficiary. If they carried the parcels they wanted the saving to be reflected in the way of reduced prices.

Women will buy from retail mail-order houses and undergo all sorts of delays and annoyance to save money. They will go downtown and fight their way through the crowds in the five and ten-cent stores for the same reason. They are eager to forego service if thereby they can gain a financial advantage.

Five years ago this was not the case. But the war has revolutionized buying customs as well as a lot of other things. The market basket is coming back into fashion. People are rapidly getting into the frame of mind where they are willing to work a little in their retail buying and thus make their money go farther.

If men, with their dislike of fussing around in buying, will do this, then surely the way is open for any legitimate general advertising appeal based on a saving to be made at the expense of service.

A Tale of a Tailor

who advertises
only
in

The  Sun.

New York's Great Morning Paper

Rollins

TAILOR

McALPIN HOTEL BLOCK

AT 34TH STREET

1296 BROADWAY

NEW YORK. May 17th, 1919.

The New York Sun,
150 Nassau Street,

I am sure you will be glad to know that the copy you have written for me is proving extremely successful.

I have quite a number of new customers who had never been in my store before - all of them, I am glad to say, high-class men.

Having had such good results from the Morning SUN I think I had better increase my space rather than spread my advertising to other papers.

Thanking you for your co-operation, I remain

Sincerely yours,

Rollins

Julius Ostriches.
Pres.

Besides *Hotel Pennsylvania*
the clients of Fuller & Smith are:

- The Aluminum Castings Company—"Lynite" and "Lynux" Castings.
The American Multigraph Sales Company—The "Multigraph."
The Austin Company—Standard and Special Factory-Buildings.
The Beaver Board Companies—"Beaver Board."
The Beaver Manufacturing Company—Beaver Kerosene Tractor Engines.
Borton & Borton—Investment Securities.
The Bourne-Fuller Company—Iron and Steel.
Burroughs Adding Machine Company—Adding, Bookkeeping and Calculating Machines.
The Cleveland and Buffalo Transit Company—Lake Steamship Lines.
The Cleveland Osborn Mfg. Company—Moulding Machines and Foundry Supplies.
The Cleveland Provision Company—"Wiltshire" Meat Products.
The Craig Tractor Company—Farm Tractors.
The Glidden Company—Varnishes and "Jap-a-lac" Household Finishes.
Ivanhoe-Regent Works of General Electric Company—"Ivanhoe" Metal Reflectors and Illuminating Glassware.
Landon School of Cartooning and Illustrating—Correspondence School.
National Lamp Works of General Electric Company—Mazda Lamps.
R. D. Nuttall Company—Tractor Gears.
The Outlook Company—Automobile Accessories.
The Peck, Stow & Wilcox Company—Pexto Mechanics' Hand Tools; Tin-smiths' Tools and Machines; Builders' Hardware.
Pittsburgh Gage and Supply Company—"Gainaday" Electric Washing Machines; "Gainaday" Electric Cleaners.
H. H. Robertson Company—Asbestos Protected Metal, Gypsum Roofing, Road Materials, etc.
The M. T. Silver Company—"Silver Style" Women's Suits and Coats.
Hotels Statler Company, Inc.—Operating Hotels Statler, Buffalo, Cleveland, Detroit and St. Louis.
J. Stevens Arms Company—Firearms.
The Timken-Detroit Axle Company—Front and Rear Axles for Motor Vehicles.
The Timken Roller Bearing Company—Roller Bearings.
University School—College Preparatory School.
The Upton Nut Company—Manufacturers of Iron and Steel Products.
The Westcott Motor Car Company—Passenger Cars.
Westinghouse Electric and Manufacturing Company—Central Station, Railway and Power Plant Equipment, Motors, Fans, Heating Devices, Automobile Starting, Lighting and Ignition Equipment.
Willard Storage Battery Company—Storage Batteries.

Fuller & Smith
Advertising Cleveland

The Hotel Pennsylvania Roof Garden





Are You Really Cashing In on Your Advertising?

Your advertising pays—it brings you business, but are you really getting it all?

Are you cashing in on all of the returns your national space would bring you if you would let it?

The leak is at the dealer's door. People read about your product, they are "sold," but they do not know where they can buy it.

The way to stop this leak is to tie your national advertising to the dealer's location with an Oplex Sign—your trademark exactly reproduced in natural colors.

Oplex Signs are day signs as well as electric night signs—raised, snow-white letters on a dark background.

Won't you supply the wording so we can send a sketch showing how your sign will look?

The Flexlume Sign Co. 1439-46 Niagara Street
Buffalo, N. Y.

Pacific Coast Distributors
Electric Products Corp.
Los Angeles, Cal.

Canadian Distributors
The Flexlume Sign Co., Ltd.
Toronto, Ont.

Putting Character Into Trade-Mark Lettering

Many Advertisers Are Not Satisfied With "Just Type," and Strive to Make Even the Display Line Help Tell the Story

By A. L. Townsend

THESE are days of economic genius in advertising as in everything else. The hours and the ability of men become units in a vast, ingenious system that has no patience with waste. Just so in advertising: there should be no slackers, no indifferently useful parts.

"I think our borders should help tell our story," remarked a sales manager, at a conference. Everyone smiled. The campaign exploited a sprinkling system for farms. There had been decorative border stunts up to this period.

"No room for it," someone combatted, impatiently.

Some advertising men have always believed, deep in their hearts, that sales managers should be sent to Siberia.

But the restless gentleman of this story was not to be discouraged. He had an idea and he took it to the draughting room of his own plant. Then a sketch was submitted to the agency handling the account. A unique and sensible border of sections of piping served as an excellent border. And it joined on here and there, quite professionally, to allow a faucet to sprinkle water into the body of the advertisement.

"If we must have a border," was his later explanation, "I think it should be relevant. It might as well be. There seems to be no good reason why we should continue to employ Rococo Queen Anne Louis XIV ornaments in an advertisement that talks sprinkling systems to farmers. Whereupon the sales manager took it a step further and himself suggested a trade-mark slug that was a great deal more, as he expressed it, than "just type." The nameplate was alive with spraying water and

it livened up the advertisement considerably.

All parts of every advertisement can and should assist in bearing the burden. For white space is valuable these days. But if there is one unit of the total that is not wasteful when it is unblemished white, it is the cleverly placed margin. That's where we sometimes disagree with the advertiser. White space in an advertisement gives him a few more steel gray hairs. He can flip out a rule and measure the cost of it. The results are often amazing.

But in many other respects, units of an advertisement can be poured into a mould and made to conform to the driving spirit of the campaign and its message.

Sometimes this is brought about by the insistence of some one individual who is stubborn. There is a new trade-marked motor robe on the market and the nameplate might have been mere drawn type with a few flourishes had it not been for creative genius and a sincere desire to do something different. How could that coined word, "Motorobe" be given individuality? "There are two O's in it," said one man present, "why not make those O's in the form of automobile wheels?" It was done and immediately a nameplate was invented that possessed marked individuality. It seemed almost to roll along across the page.

Unquestionably, we are living in an advertising age of distinctive nameplates. Every advertiser wants one and rushes one out, of some description or other. More than likely, he is in such a hurry that he often lives to regret it. Later on he sees where he might have created something original and more to the point. But he

can't change back. It's too late.

When you count up the actual number of these nameplates and the rapidity with which new ones are born, you see just how vital it is to be careful at the beginning—and to select one that works shoulder to shoulder with the product.

Is it a difficult problem to create such nameplates?

Obviously not because it's merely a case of doing the obvious thing. Born and bred in every product, there is the "makings"

was well nigh a stroke of genius to select this name-plate. The creator of the Disston saw slug, nicked, to suggest the saw itself, deserves a niche in the hall of advertising fame. Thus, you see, even the name of a product talks advertising.

Sometimes there is a flash of humor. Two men, who are not advertisers and who do not create advertising, happened to discuss the Cats Paw trade-mark name-plate. The insignia is a black cat with its back up—a feline that

DISSTON

With STAGGARD Studs

Sunshine

Stewarts
IRON WORKS

TEMPPOINT

FAN-TA-SI

CATS PAW

SOME NAMEPLATES THAT WORK FOR AND WITH THE PRODUCTS THEY HELP TO ADVERTISE

of a distinctive job of lettering. When it was decided to exploit oak and other woods, the first consideration, almost, was a form of type, hand designed, that would help deliver the message. It required no profound research to form the word "oak" of actual oak. Yet the value of the idea is not to be over-estimated.

"Sunshine" biscuits trade-marked a line of letters that, with the sun shining at the back, threw long shadows in the foreground. It is certainly more attractive than would be mere type or a fanciful script. And it does assist in memorizing the name, and in associating that name with the goods.

"Multiplex," done in the peculiar type of its own kind, is a member of the same family. It

has been very much insulted. And directly beneath the name, starting on a straight base line, suddenly humps its lettered back, thus adding zest to the occasion. For that line of letters is curving its back in a very business-like manner.

There are endless variations of this basic idea, but equally clever is the mere suggestion of the goods that may be injected into drawn name-plates. It is done by inference, indirectly. People sense it without any attempt at analysis.

In this class may be named such slugs as "Fan-Ta-Si," "Ever-sharp" and "Arrow" for Arrow collars. The former carries with it the instant impression of the Oriental—Japanese and Chinese symbols. It isn't necessary to introduce a pagoda or a spray of

Big Money

Where Over 50% Of All-America Ad- vertising Originates

It is a commonplace expression that Cleveland is a good place to *make* money because people hereabouts *have* so much.

Also, it is quite often stated by recognized authorities that the vast majority of all advertising accounts originate from the Cleveland center of Northern Ohio and the Ohio Valley.

Certainly the Cleveland PLAIN DEALER is the dominant newspaper among 2,800,000 consumers in and near Cleveland.

Fortunately for advertisers this is one vastly rich territory where the proper use of this one morning newspaper constitutes an adequate campaign in itself.

The PLAIN DEALER audience not only believes in advertising itself, but has the money to pay for the best of everything.



The Plain Dealer

Largest Morning Circulation Between New York and Chicago

Eastern Representative

John B. Woodward
Times Bldg., New York

Western Representative

John Glass
Peoples Gas Bldg., Chicago

cherry blossoms to provide local color. The lettering does it quite shrewdly.

Something in the slant and the sharpened edges of the lettering in the word "Eversharp" link the name-plate with the product, while everyone who has followed the

THE **ARROW**

NOVO
RELIABLE
POWER

Hammond
MULTIPLEX

*Crane's
Linen Lawn*

EVERSHARP

DELTOX

NAMEPLATES THAT SERVE TO DISTINGUISH
THE GOODS

artistic, always beautifully composed layouts of Arrow collar advertising, will admit that the lettering is just right: in key, in sympathy.

Lettering has character. It has individuality; just as you can almost read a man by his own handwriting, so do various forms of this remarkable craft fall in with the moods and the manners of advertised lines. "Novo" is a power proposition. The heavy, blunt, stolid block lettering employed as a name-plate for this ad-

vertising is indicative of strength and ruggedness. It's all there, without any explanatory text.

The direct opposite is the delicate, aesthetic flowing script of Crane's Linen Lawn. There is just enough of penmanship and the feminine in it to make it a sensitive part of the advertising.

"Delttox," the name of a rug, might have been merely neat lettering. But that essential touch of cleverness was added, when block text was placed upon a slant, in perspective, and as if laid flat on the floor. The idea of floor coverings, rugs and carpets is well suggested and without effort.

When Republic tires came out with what the company picturesquely termed "staggard studs," a set of quick wits made capital out of zigzagging the letters in a staggering, unsteady line. It is quite impossible to pass the line without stopping to investigate.

"Tempoint" lettering, slanted, as if to a pen stroke, is script jammed with individuality. And so they go and on, through intricate mazes of manufacture and genius. That there should be such a large proportion of rather stupid, uninspired trade-mark name-plates is, therefore, inexplicable. Why not give these important units of the advertising a cleverness all their own and a genuine sales meaning? People appreciate it; respond instantly.

There are relics of the long ago, still peeping out at us from the gorgeous modern display; queer, mis-shapen, distorted and difficult-to-read things that have long since outworn their usefulness. Name-plates that are involved irritate the eye and the mind alike. Too many curley-cues and abortive flap-doodles belong to Beardsley's day.

When a new account is on the fire, cooking, and when the chef and the kitchen staff have their sleeves rolled up, it is the appointed hour for name-plates. What is done cannot be undone. And if you serve pot roast when the public craved roast pheasant, you can't expect eager appetites.

203

The New York Times,
Wednesday, June 25,
published the greatest
volume of advertise-
ments ever printed
in a week-day issue
of a New York morn-
ing newspaper—203
columns.

It got to be 1 A.M. -and he was still reading

The manager of a great chain-store organization sent in a letter. It was a frankly human letter filled with genuine enthusiasm. He said:

"It's really amusing. Here I am at fifty, rather inclined to dodge the routine of business literature. But I want you to know that the Retail Ledger is threatening my health. The pesky sheet gets next to me, somehow, and leads me on from page to page long after I ought to be asleep. I read it in bed and can't stop."

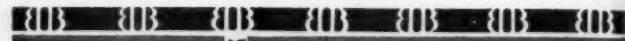
A good many smaller merchants feel much the same way about it. Of the more than fifteen thousand who read the Retail Public Ledger, three thousand have it sent to their homes.

The Retail Public Ledger is a news-magazine of retail merchandising published twice a month by the Public Ledger Company, Philadelphia.

Subscription, \$1.00 a year.

*Advertising,
50c a line*





Test No. 3—With Scales and Caliper

WHEN your eyes and your ears and your sense of touch have passed judgment upon BASIC BOND scientific instruments will verify their findings. BASIC BOND is uniform. In proportion to its weight it has splendid bulking qualities. Sheet by sheet, ream by ream, case by case, carload by carload, this paper can be counted on to run true to substance number and with the minimum of variation between the ream weight and scale weight.

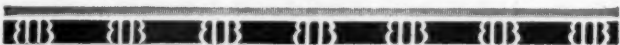
You printers know that this uniformity in the stock means efficiency in the press room and the bindery. It means more speed with less waste, better work at less cost, more customers and less complaint.



THE WHITAKER PAPER CO.
CINCINNATI, OHIO

BALTIMORE, MD.	BIRMINGHAM, ALA.
BOSTON, MASS.	ATLANTA, GA.
CHICAGO, ILL.	RICHMOND, VA.
DETROIT, MICH.	COLUMBUS, O.
	NEW YORK, N. Y.
DENVER, COL., (Peters Paper Co. Division)	
INDIANAPOLIS, (Indiana Paper Co. Division)	

Branch Offices in all principal cities



Is the Blue Bird Really in That Tiny Copy Shop?

There Are Other Sides to the Dream of Having a Little Business of Your Own Which Do Not Present Themselves to Advertising Men with Spring Fever

By a Free Lance Copy Writer

A LONG about the time the grass is getting green, and balmy breezes announce that the fishing will soon be good, the observant manufacturer will note a far-away look in his advertising manager's eye. If he could read behind the ivory he would find something like this:

"This old job isn't getting me anywhere. I fret and stew all day over details a kid could handle. All the work that calls for my particular training could be done in a couple of hours, but I have to sit around just the same until quitting time. If I want a day off I have to ask for it like the office boy. When a chance to make some real money comes my way I can't take it because I am tied to the job. The thing I'd like to do is to start up a little copy shop of my own and handle a number of small accounts. That's the life! A fellow can be his own boss, and stand or fall on his own effort. I'll bet you I could make more money, and have a happier time all around."

If you are an advertising man it is safe to say that you have passed through this stage. Very likely you have not talked about it, but the dream is there in the back of your brain. It is like writing the great American novel. You are always going to do it, but you never get at it.

And just as surely as the dream comes it is followed by a wish, a desire to know the experience of the fellows who have tried what you are thinking about. That is why I am writing this yarn. I want to tell you both sides from the viewpoint of the fellow who has been through the mill. If my little plan for running a one-man fame factory had failed I would not be writing it. The woods are

full of fellows who are sour on something because they were unable to put it across, but I feel that while I am not by any means a world-known success, I have done better at my trade than I ever hoped when I started. Therefore my experience may have some value.

For three years I have been out on my own. In that time my income has grown to about twice what I ever earned as an advertising manager. I have never lost a single account, and there seems to be no immediate prospect of any of my clients "canning" me. But just the same, if I were back where I was three years ago and had to make the decision I think I would stick to my old job. I would stick to it for exactly the same reason I left it—because I would really like to have a little time to myself, to take a day off once in a while and go fishing. I wouldn't mind asking the boss now, for I understand his viewpoint. When he looks sour it isn't because he doesn't want you to go. It's because he is "sore" that he isn't a lucky job-holder himself.

KEEP THE OLD ACCOUNT AS AN ANCHOR TO WINDWARD

When you decide to start out for yourself the first thing you think about is, how can I take my job along with me? If you really have the goods, you ought to be able to do it. If you cannot "sell" the man you have been working for and who knows your speed, what chance have you of selling strangers on your ability? When I took my little ambitions to my boss I had fear and tremblings. The only argument I had was that I could save him some money. He didn't say much, just waited until I was through, then looked

at me out of the corner of his eye in his old-time kindly way.

"You've thought about this from all sides, and it's what you want to do?" he asked.

"Yes," I replied.

"You know that we have always planned to take care of you here?"

I had heard about my "prospects" before and never put much faith in it.

"Yes, but advertising is the work I like, and I want to get started in it for myself."

"How much money have you got?"

I told him.

"How much will it take to start an agency?"

"I don't want to start an agency. I want to be simply a free lance copy writer and handle small accounts which won't call for much capital."

"I think you're wrong. Never be a piker, boy. If you going into the advertising business, go into it right. If you need money I can let you have some."

The idea of borrowing money did not appeal to me. I told him so as well as I could.

"Well, if your mind is made up, there is no use arguing with you," he said. "The only way you will get this idea out of your head is to go at it. But don't fall down. If you go at this thing you must put it across all the way, there is no turning back."

I explained the terms on which I wanted to handle his account, a retainer fee much smaller than the salary I was getting.

"That part of it doesn't interest me," he said. "I want this job handled right. If you find you can't do it, you'll be man enough to tell me. If you can arrange your work so that it can be handled in less time I'm satisfied. You keep right on drawing your full salary for, say, six months, and after that if you find you can do it for less, we'll talk about it, but you don't want to be bothered about money when you are making your start."

I have mentioned this conversation because I want you to know the kind of a boss I had. You may not think so, but perhaps

your boss is pretty much the same kind if you really knew him. And don't forget when the spring fever gets into your bones, that the backing of a man like that is worth more than a few hundred dollars a year in your pay envelope. You never appreciate it until you throw it overboard.

If you have made good on your job for a considerable time and the house you have been working for is one that is well and favorably known, you won't have much trouble in picking up accounts as a free lance. I had three, including my old job, at the end of the second month. Right at the start I hit upon a plan which I still believe is the only right way to sell service of this kind. I decided never to solicit an account directly. It cheapens what you have to offer. Stop to think a moment. How would you go about selling your own personal services? If you walk into a man's office and tell him you are the greatest little advertising writer on earth he will put you down as a boaster. If you are modest in your claims, you might as well stay at home.

I pinned my faith to the Scriptural exhortation to let other men praise you. Toward this end I worked with every outside man—space sellers, printing and engraving salesmen, artists and all the rest of the tribe whom I knew. I told them my plans, asked them to boost, and they certainly did a good job. In the course of a month at least one of them was in touch with practically every advertiser in the city, and if there was half a chance my name was mentioned, and mentioned by an apparently disinterested third party. After a manufacturer has heard the same man recommended by perhaps three people he begins to take notice.

The outcome was that instead of my asking the advertisers for their work, they asked me to come and talk things over, and that little point makes all the difference in the world. Instead of being a door-bell ringer you are in the position of a specialist called in for advice, and it's much nicer. The fact that I refused to take

Foreign Trade is Profitable



American manufacturers should not hesitate to make the same proportionate advertising investment for foreign trade as they do for domestic advertising.

The returns from the former are as great as from the latter. In many proved campaigns they have been not only as great but much quicker in fulfillment.

Let us suggest a campaign that will advertise your goods in all countries, in five separate languages, at a cost of only two hundred dollars per year.

If you are interested fill out the attached coupon and

MAIL IT TODAY.

New York
Commercial
38 Park Row
New York, N. Y.

Without any obligation on our part please let us have complete data of your plan, showing how we can advertise our goods in all parts of the world in five separate languages at the expenditure of \$200 per year.

Name.....

Address.....

on two worthwhile accounts because I did not feel that I could give them the kind of service I would like to give them did not hurt me in the end, when my outside friends passed the details.

But you are not interested in my ups and downs. What you want to know is how does this free-lance game work out?

Well, it is about like trying to be the one clown in a three-ring circus.

Say that you have only four accounts, and you'll need more than that to make any money. Each of those accounts is a separate business, probably a different line of business. Each of these businesses has a boss, who, while he does not put it just that way, looks upon you as an employee. He has an idea that you have nothing in the world to think about but his account. Take the troubles you have with your own boss and multiply them by four and you will have it about right. You cannot adopt the impersonal attitude of the large agency, for your accounts will be mostly little ones, headed by men to whom advertising is more or less strange, and they are naturally a bit afraid of the cars. Whatever lofty title you may give yourself, you are really a nurse to baby advertisers, and if they keep you up nights you have no kick coming.

And they will do that very thing. Scores of times I have been counted out of little parties I had looked forward to because one of my clients telephoned at the last moment he had urgent need of me at his home. Arriving there, I would find that he was entertaining his star sales agent from some place out in the wilds and he wanted me to meet him and talk advertising. The only way you can be sure of a few minutes all your own is to follow my plan and muffle your telephone on Sundays, and if they drive around in their cars have your wife trained to lie like a gentleman.

Then there is another thing you probably never thought about, and it means a lot. You are up against a lone fight. While you are work-

ing in several organizations, you are a part of none of them. You never have the feeling that you have a big prosperous corporation behind you, that the big boss feels he has some responsibility for your future. Of course you will be interested in every one of the accounts you serve, you will be proud of their success, worried about their failures, but it is always the interest of an outsider.

You are watching the game from the sidelines. Even though you may be the coach it isn't like playing on the team. The job ahead holds no interest for you, and your little monthly check is all you'll ever have coming. As you stand there looking out the window with spring fever you think that if you could just double your salary you would be satisfied, but you wouldn't. What you get in your pay envelope is the smallest part of it. It's the game that counts, the feeling that you are making progress, getting ahead. You won't have that as a free lance copy writer. When you get to the point where you have all the work you can do at a fair price, you'll be all through, nothing ahead but the same old grind at pretty much the same old pay until the angels call you home. Of course you think you are going to improve your work to a point where all the big advertisers of the country will be clamoring for your services at fancy retainers, but most likely you won't. When you boil it all down it's a piker game, even though it has a lot of interesting sides to it.

At the time this is written the grass is getting green. I think I may have a touch of spring fever, because I like to stand and look out of the window. If you could read behind the ivory you would find something like this:

"This little one man copy shop isn't getting me anywhere. The only difference is I've got seven bosses now instead of one and vacations are altogether out of the question. Gee, it would be great to be back on the old job so I could get off for a few days and go fishing. That's the life!"

Advertising is believed in the Truth-Trophy City

TWICE the Truth Trophy of the Associated Advertising Clubs of the World has been awarded Indianapolis. The merchants of Indianapolis proudly display this emblem in their show windows and back its principles in their merchandising and advertising.

The Indianapolis News played an important part in making this the Truth-Trophy city. For fifty years the News has fostered the truth spirit by maintaining a very careful censorship of its advertising columns.

Manufacturers find the Indianapolis Radius most responsive to truthful advertising of legitimate merchandise. Just one of the reasons why this is known as the ideal try-out market of the U. S. A.



A market analysis from The News is built upon Truth-Trophy lines. If facts show you cannot enter this market with profit you will be so advised.

THE INDIANAPOLIS NEWS

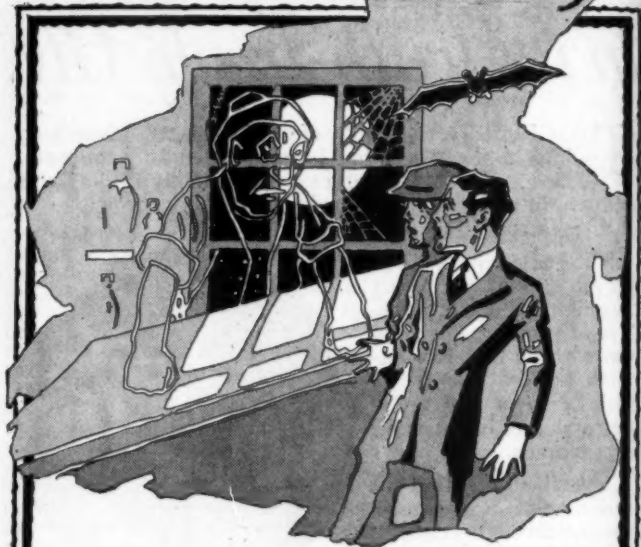
CHARTER MEMBER A. B. C.

New York Office
DAN A. CARROLL
Tribune Building

FRANK T. CARROLL
Advertising Manager

Chicago Office
J. E. LUTZ
First National Bank Building

The Ghost of



They Called for Drinks!

NATIONAL prohibition was twenty years old. These two youngsters on a night lark burst into the deserted tumbledown shack that alone remained of the wicked old White Turtle Inn.they rapped on the empty bar.....and from behind it rose the



The "ALL-FICTION FIELD"

Shamus O'Rell

sodden, flaming face of Shamus O'Rell.

.Fiction, the mighty! Sometimes it charms, sometimes terrifies us. Fiction, the eternal! Now it takes us a century forward, again back to the beginning of things. And always we follow, silent and obedient—all of us.

The ten magazines composing All-Fiction Field have a national distribution among 1,500,000 keen, receptive, resourceful readers. For that is the type that most consistently reads fiction—and that most liberally buys the merchandise advertised in magazines.

Many national advertisers have so decided. Thus they widely extend distribution at a very low cost.

A single plate and copy suffices for the entire All-Fiction Field group.

"The Field of Greatest Yield"

THE ALL-FICTION FIELD

Adventure
Ainslee's
All-Story

Comprising
Detective Story Short Stories
People's Smith's

The Argosy
The Popular
Top Notch

Published by

DOUBLEDAY, PAGE & CO.

THE FRANK A. MUNSEY CO.

280 Broadway, New York

THE RIDGWAY CO.

STREET & SMITH CORP.

1152 Peoples Gas Bldg., Chicago



The Field of Greatest Yield

What Would Happen If Some People Did Write as They Talked

By J. Roy McLennan

SOME of our expert letter writers have been telling us recently to write our letters just as though we were talking. I can't help thinking how funny the morning mail would be if some of the sales managers I know—and many I don't—were to take this advice literally.

In an ink and dye company's office there is a sales manager of my acquaintance who might produce something like this:

JOHN BROWN & Co.,
New York City.

Say! Brown!! What d'ya mean shooting across a letter like that blankety blank thing I got this morning? Didn't I tell ya straight that that ink was inferior grade? You know darn well I did. Didn't I tell you we couldn't put the best dope in it at that price? 'Course I did. 'S ya own fault—can't do a thing for ya—wouldn't if I could—bonehead! Go 'th dickens.

Imagine a letter or the letters of a sales manager who has spent a number of his earlier years in the navy. The censor would never pass it and if the stenographer tried to modify it by using dashes it would look like a guessing contest. Navy men might let their imagination run free and get a few of the words, but no civilian, not even a golfer, would have a chance.

The breezy, slangy, up-to-date young S. M. might dictate a letter along the following lines:

THOS. DICKSON, INC.,
Baltimore, Md.

Hello, Dicky, old pal. I'm going to slip you a little tip from the inside that'll give you a chance to cop off a little loose change. The guy who rules our roost in gay Parce has just shot across a whole boatload of dofunny's. They're there with the goods. I'll say so. If your dame isn't solid you'll hitch up with us and grab some of these. They'll bring home the bacon—and that's no lie. You need 'em in your business. Come across.

A certain life-insurance agent I know would, if he wrote as he

talks in his office, produce something like this:

JOHN SMITH,
Philadelphia, Pa.

SMITH:

We got th' policy you need. Twenty pay life. Cost you thirty-five a thousand. What say? Are y'on?

'Bye,

How much business would we do if we wrote as we talked? Guess we'd have to change our talk a little.

Saunders a Sackett & Wilhelms Officer

Maurice Saunders has been elected vice-president of the Sackett & Wilhelms Corporation, lithographers, of Brooklyn.

Mr. Saunders has been in the lithographing business for thirty years, having been with the United States Printing & Lithographing Company and then for thirteen years with the American Lithographic Company, as salesman, sales manager and manufacturing director. During the war he was a representative at Washington of the lithographers' committee working with the War Service Board.

New Officers for Los Angeles Ad Club

Officers and directors have been elected as follows by the Advertising Club of Los Angeles; President Ray E. Nimmo; first vice-president, A. D. Smith; second vice-president, Bert Butterworth; third vice-president, W. E. Sibertson; secretary-treasurer, Wm. C. Kottemann; club manager, C. M. C. Raymond. Directors: P. C. Miller, A. T. Tarbell, Arthur M. Loomis, Chas. L. Lewin, Frank A. Greth and Harry S. Carroll. The present membership of the club is 600.

Changes at Alling & Cory Company

J. E. Stevenson, sales manager of the Alling & Cory Company, at Pittsburgh, for the last eight years, has been transferred to the company's Rochester office as director of advertising for Rochester, Buffalo, and Pittsburgh.

A. H. Seyler, for twelve years Ohio-West Virginia representative for the company, succeeds Mr. Stevenson as manager of sales.

Old Colony Club Holds Annual Outing

The Old Colony Advertising Club, composed of advertising men of the shoe and allied trades in Boston and Brockton, Mass., held its annual outing at Nantasket Beach on June 25.

Putting the Feminine Appeal Into More Men's Clothing Copy

Michaels-Stern & Company Start National Advertising Campaign to Sell Male Apparel Through Women

By Helen A. Ballard

WILL the eternal question of "What shall we have for dinner?" swing around to "What shall John wear to business?"

Chorus of men's voices—"Never!"

And yet the increasing tendency to appeal to women in advertising all kinds of merchandise indicates that more and more women as buyers are being taken into account. Retail dealers of everything under the sun have made the feminine appeal, and lately the sellers of men's and boys' clothing have advertised nationally in women's magazines.

Now a manufacturer is about to come out with a national campaign for men's clothes, where the appeal is directed wholly to women. The concern is Michaels-Stern & Company of Rochester, New York. The entire product has been called "Value-First Clothes," the name being based on the theory that men buy by appearance only, but that women can be sold solely on value. Heretofore, men have considered style more than quality in their clothing purchases, but through the women this manufacturer hopes to educate them along the line of *value*.

The idea of going into women's publications was first given thought by the manufacturers about three years ago, and Harry C. Goodwin, the firm's advertising counselor, and the Harry C. Michaels Agency began conducting an investigation to ascertain just what conditions obtain in the buying of men's clothes, and what the selling possibilities are in developing a keener interest in the subject among women.

According to Mr. Goodwin these facts were brought out: That there is a growing tendency among women to take a more active interest in the wearing

apparel of the men of the family and an increasing inclination among men to ask advice from their women folk in the selection of their wardrobes; that rarely outside of New York City does a married man decide on a suit without talking it over with his wife; and that many of the unmarried ones seek the help of their mothers, sisters and sweethearts. Women always think into the future.

Will the suit wear well?

Will it look well after a little time?

Will it hold its shape?

WOMEN'S IMPORTANT PART IN ORDERING FOR MEN

These are some of the questions that come up when women are consulted. The investigation showed that dealers welcome the co-operation of women, because in most cases a married man does not decide upon his suit at once but orders two suits sent home on approval; that in 15 per cent of these cases both of the suits are returned and two or three days later the man and woman come back together to look over the rest of the stock and buy. Retailers, salesmen and families themselves were questioned. In the localities where Michaels-Stern goods are carried, it was found that fully 70 per cent of the married men consult their wives about their clothes; that it is generally the unmarried man between 18 and 25, living away from home, who does not consult a woman in his buying, and that women play some part in the buying of 85 per cent of the clothes sold for men.

When it comes to the little lad, his first masculine attire is always bought by the mother. The father leaves this to her. He doesn't recall what he wore at half past

two when he first put on clothing approaching manly garb. Up to the age of 18, as the boy grows older, he always wants to wear clothes that are too old for him. He has a hankering desire to look like his dad. It is here that the mother steps in and keeps him clothed within his age. She sees that he buys good clothes in point of style and quality.

A Rochester dealer claims that more than 50 per cent of the ties bought in his store are bought by women, that men only come in when they see something they like; that when it comes to handkerchiefs only 10 per cent of the men can judge their value. They can't tell linen from any other goods. They don't even know how to test it by the simple, old-fashioned method of placing a moistened finger-tip underneath to see if it absorbs the moisture.

Dealers who are handling the better grade of merchandise welcome women shoppers, while those handling the poorer lines do not want them. They ask too many questions. The first questions a woman asks when a man tries on a suit are, "What is the material? Has it been shrunk?" Then she examines the buttonholes, the lining and the seams. No point in its manufacture escapes her critical eye. Mr. Goodwin predicts that there will be a tendency toward better coat linings because of the increased interest that women are taking in men's wear.

"A woman," he says, "sizes up a suit particularly as to the fit across the shoulders. She wants the coat he wears to bring out the poise and character that she feels is portrayed in the very set of the shoulders of 'Her Man.'"

VALUE WILL BE KEYNOTE

Based on the belief that men buy their clothes to please women—as women buy theirs to please men, the copy will appeal to women as judges of value and to their interest in wanting to see the men of their household well-groomed. It is a well-known fact that men hate to shop, hence the copy will carry the thought of the woman's helping the man with his

shopping. There will be no suggestion of her wanting to take away from him his rights in this direction, even though the Senate has passed the suffrage amendment. "Give him the benefit of your shopping experience" is the underlying idea.

"A woman," says Mr. Goodwin, "is the purchasing agent for the home. When a man goes into the subject of clothes-buying he does it because he needs something, while a woman often buys what she does not need because it attracts her and she knows she can use it. Another thing that is going to contribute to the way which women will have in buying the wearing apparel for their men folk, is the fact that the sharp advance in prices has caused more and more families to budget their incomes.

"The budget system alone enables them to know just where they stand financially. This is naturally placed in the hands of the woman because she buys and plans the comforts of the home. As it calls for a certain amount to be expended for clothes, she has more and more to say about what clothes the budget will buy. A man never plans his outfit in advance as does a woman. He can't be bothered with such trifles, consequently the chances are that his wife inventories his wardrobe, as well as hers, and works out his needs with him, making them fall within the limits of that portion of the income allotted to him. Hundreds of men never buy a new hat until their wives inform them that they need one, and even then they often make the plea of affection for the old and a desire to keep it. There is not one man out of a hundred who would not avoid wearing evening clothes if it weren't for his wife.

"With men between the ages of 18 and 25 it is a bit different. That is the fastidious age. They are always careful to see that they have the correct styles. But Jim Jones, forty, living in a small town, is a careless sort of a cuss until his wife dies. Then for a while he wears a black band on his left sleeve. After a few weeks

*Just 5 minutes
then I'm off—*



**A brief selling talk directed to any
manufacturer of Office Appliances.**



Big business nowadays demands "short cuts," accurate figures—hence the adding machine—The Evening Post is welcomed by practically all executives in New York who stand for power in business.

The installation of dictating machines—like all other office appliances—depends upon selling the busy successful executive—Post readers are successful business men who like to give machine dictation. It saves time for other important matters.



Big business requires neat error-proof rapid addressing. The pen and typewriter day has passed—your field is among men of big business—interest them most effectively through The Evening Post.

Men of large affairs employ large selling staffs—interest them in easing the salesman's efforts by circularizing multi-graphed advertising matter in advance of their coming—let The Evening Post dig up your prospects; its circulation is among the men that need your product.



Keen advertisers of office equipment make use of the proven power of The Evening Post's prestige and its reader-confidence.

Win a hearing from executives who decide.

New York Evening Post

New York's most authoritative newspaper.

Advertising Dissipation and Conservative Counsel

Today advertising is being bought in larger volume than ever before. One result is a great amount of *ill-advised* advertising.

To rush blindly into advertising merely "for advertising's sake" may prove just as harmful to the individual business as to refrain altogether from promotional activities.

We invite a discussion of this subject with manufacturers seeking conservative, merchandising counsel based on experience and facts.

Mallory, Mitchell & Faust

ERNEST I. MITCHELL
President

(Incorporated)

PAUL E. FAUST
Secretary and Treasurer

Advertising and Merchandising Counsel

Security Bldg.

Chicago, Illinois

Established 1904

Members of the
American Association of Advertising Agencies
Audit Bureau of Circulations



you occasionally see him around town with some woman of about his own age. Still he is not fussed up much. But when Jim Jones, a widower and forty, begins to appear all slicked up you can be dead sure he is out for a new wife. His changed appearance is the first harbinger of the second springtime of love with him. You can line up the men in a small town who are out to marry every time by the way they are fixed up when they come down to the Saturday night band concert.

"It is an interesting fact that the people who can least afford it buy the cheapest clothing, which is always the most expensive in the end. You can pretty generally tell the condition of a family by the clothes the different members of it wear. You can gauge their increasing prosperity by the change to better quality of garments. Few people try to hide their success but we all want to cover up our failure."

The national advertising campaign for Michaels-Stern & Company starts September 1, when full pages will appear in a leading woman's magazine and a well-known national weekly. Smaller but liberal space will also be taken in another weekly and in a monthly publication of general character. These advertisements will not appear in color, but they will be reproduced in color and enlarged for window cards. The actual copy as well as the illustrations will be used so that women who see them will get the full story. The copy for business papers calls for the use of color. One advertisement reads:

WOMAN—

The Power Behind the Man—the Power that Makes the Sale.

Whether she actually comes into your store to help her men folk buy their clothes—

Or sits at home in judgment on their purchases—

There is usually a woman playing a large part in every clothing sale you make.

This coming season, in addition to our publicity directed to men, we are advertising Value First Clothes to women. Our full-page advertisement in the September *Ladies' Home Journal* is the first of its kind to appear in this leading woman's magazine.

We are planning to give our dealers the fullest co-operation in winning over the purchasing agents of the home. "Sell the woman and you've sold the suit"—and satisfied the man!

A series of cartoons will also play a part in the trade paper advertising. One of these will have the catch phrase "Bring her with you in the first place." There will be six pictures in the cartoon. The first shows a man who has just bought a new suit and feels very well satisfied upon looking at himself in the shop mirror. The second pictures him making his first appearance in it before his wife, who shows evident disapproval, but the man is still cocky. The third shows him somewhat affected by his wife's scornful attitude. The corners of his mouth droop. In the fourth picture he shrivels. In the fifth he waves a flag of truce, and in the sixth she drags him back to the store to make another selection.

Other dealer helps than those already mentioned are a new monthly house-organ, which will give various suggestions for pushing sales. A series of newspaper advertisements with cuts will be furnished, and a booklet entitled, "How Clothes Win Success," to be mailed to prospective women customers. This book aims to discuss the value of values in all articles of apparel that men wear. It will not only be valuable to the dealer in the selling of suits for every occasion, but will have business bringing chats on values in collars, ties, socks, etc. It is another good example of dealer helps that boost sales for the other fellow.

Every store carrying Michaels-Stern clothing will have a formal opening. Attractive colored cards for special invitations to the opening are now being designed. Fresh display cards will be placed in the windows each month. These, as before stated, will reproduce in colors the full-page advertising which is being run in the magazines from September to December.

Actual tests have been made showing that when window cards with pictures only are used,

passers-by glance at them and move on, but that where three cards at a time, using similar illustrations to the others but with copy on them, are exhibited in the same window people will stand as long as eight minutes reading the entire copy where they had before glimpsed the three of them in one minute. After reading the cards people will study the goods themselves which are also displayed in the windows.

"It is a strange thing," said Mr. Goodwin, "that when most people put display cards in a show window they face them straight out instead of placing them at an angle at the front on either side. A person walking down the street gives a sideways glance at a window, so that cards are much more easily seen when thus placed."

The particular cards on which the test was made were placed in this way, with a third card in the centre of the window at the back. The centre card carried more copy than the "attention getters" placed at the front. "Cards should always be placed on a level with the eye or below," says Mr. Goodwin, "never above, as they are not readily seen there." The test mentioned was made in the store of a Cleveland dealer who could not afford to do newspaper advertising. The article advertised was one of not so common interest as that of clothes, yet the result in sales from this method of advertising alone was most gratifying. The same store was used for the cards without the copy and for those with the copy as described.

The show cards for "Value First Clothes," reproduced from magazine advertising, will be used in sets of three.

The feminine appeal is handled in a logical and consistent way, and the illustrations are most realistic.

Remmers Soap Company Appoints Agency

The Sehl Advertising Agency, of Chicago, has secured the advertising account of the Remmers Soap Company, of Cincinnati. A newspaper campaign is being prepared and copy will appear shortly.

Six-Point League Makes Appointments

E. S. Cone has been appointed by the executive committee of the Six-Point League of New York upon the Advertising Agents' Committee. Other committee appointments announced are as follows:

William J. Morton, F. P. Motz, H. G. Halsted upon the Committee on Recognition; Charles H. Eddy, F. St. John Richards upon the Association of National Advertisers Committee; and William J. Morton on the Committee of Publicity.

The Committee on Recognition is to investigate the credit and status of new agencies and not only to recommend action to the League's members, but also to help secure the recognition of these agents from other organizations of publishers.

Publishers' Association Elects Officers

At the annual meeting of the Periodical Publishers' Association, held in New York last week, the following officers were elected for the ensuing year:

President, George E. Cook, *Mother's Magazine*; vice-president, and chairman publishing division, Thomas L. Briggs, *Collier's*; vice-president and chairman advertising division, Lee W. Maxwell, Crowell Publishing Co.; vice-president and chairman circulation division, B. A. Mackinnon, Pictorial Review Co.; secretary, C. Henry Hathaway, International Magazine Co.; treasurer, Thomas A. Barrett, Orange Judd Co.; member executive committee-at-large, R. J. Cadbury, Funk & Wagnalls Co.; retiring president, member executive committee for ensuing year, Allan H. Richardson, McCall Co.

Louisville Advertising Club Elects Officers

Bert N. Garstin has been elected president of the Advertising Club of Louisville, Ky. He is connected with the Louisville *Courier-Journal*. Other officers elected are: C. D. Hauger, of C. D. Hauger & Company, first vice-president; Frank Brownstein, Loevenhart & Company, second vice-president; Guy L. Willett, Thomas Cusack Company, treasurer; Harry W. Riehl, Better Business Bureau, secretary; F. C. Adams, National Bank of Kentucky, and Robert Montgomery, Louisville Gas & Electric Company, directors.

Hutchison Joins Staff of Johnston Overseas Service

James L. Hutchison has been appointed assistant manager of the Johnston Overseas Service, New York. He was formerly district sales manager and assistant advertising manager of the British-American Tobacco Company, of Shanghai, China.

Do You Know

—that 13,000,000 people attend motion pictures daily at 16,036 motion picture theatres in the United States?

—that these people pay \$2,340,000 each day to see motion pictures?

—that you, Mr. Advertiser, can deliver your message to America's Buying Public through motion picture publications—at a lower rate per page per thousand than in any other type of publication?

Motion Picture Patrons have acknowledged

MOTION PICTURE.

MAGAZINE

350,000 Copies Net Paid

the best interpreter of their chief recreation.

DUNCAN A. DOBIE, Jr.

Director of Advertising

Western Manager
ARCHER A. KING, Inc.
Peoples Gas Building
Chicago, Ill.

Eastern Manager
RUFUS FRENCH, Inc.
1133 Broadway
New York

New England Manager
METZ B. HAYES
Little Building
Boston, Mass.

Do You Make Something For The Home?

9,000,000 Families in England Want Your Goods

It is not enough that you flew an aeroplane to our shore. You must deliver the goods.

England is a needy market but a rich one. It is ripe and ready for American enterprise.

Take these two specific conditions prevailing at this hour:

- (a) The Housing problem
- (b) The Domestic Servant problem

The Housing problem is terribly acute in London and big cities and towns. A big building movement is afoot. Whole streets of six, seven, eight and ten roomed houses will be run up. Everything that goes into the building, equipping and furnishing of a home is in demand—not one, but hundreds of thousands of homes.

Homes used to four or five servants have to do with one. Hundreds of thousands of middle class families have to carry on without hired help. The scarcity of servants in a country singularly devoid of labour saving devices intensifies the opportunity now furnished on various articles, such as vacuum cleaners (including electric) and carpet sweepers.

England needs some education on the uses and advantages of manufactures of typical American ingenuity in the domestic field. It takes more advertising in England to introduce a new article than in America. It costs less to hold it afterwards. But any firm which sets out now on big, bold lines can win real business rapidly and securely.

We are out to bring American products and the 9,000,000 families together.

If you wish to enter the British market, send us specific enquiries and practical facts about your goods, and we will report on definite conditions and prospects.

Your enquiries can be addressed direct to us or through our representatives, Byoir & Hart, 6 West 48th Street, New York.

W. S. Crawford.

W. S. CRAWFORD, Ltd.
Advertisers' Agents and Consultants
Craven House, Kingsway, W. C.
Telephone . . . Regent 5069

American Representatives
BYOIR & HART
6 W. 48th St., New York City

Why Do Advertising Accounts "Change Hands"?

Does the Loss of an Account Always Indicate Agency Inability or Personal Whim?

By S. C. Lambert

WHEN you heard that the Spread Eagle account had lost the Gitchi-Gami account there flashed through your mind the thought that the Spread Eagle people had fallen down on their job—that they had failed in some respect to render such service as their client had the right to demand. Perhaps your impression was correct, but if I were going to bet on it I'd take the other side of the question.

If an honest investigation of the reasons why advertisers change their agencies could be made it would doubtless be found that inability to render adequate and proper service is not in a majority of instances the moving cause. This is said with no intention to impugn the motives of advertisers, nor is it to be regarded as an assumption that they don't know what they want. It often happens that an account is taken from one agency to another for reasons that are obvious; but it happens just as frequently that the motives to which changes are due never become apparent to the outsider.

About a year ago it was announced that a certain national advertiser had changed his agency after the account had been carried successfully for more than ten years by the firm that lost it. The fact that the business of the advertiser had increased steadily and rapidly and that his annual appropriation had grown from about \$50,000 to more than \$500,000 ought to be a sufficient indication of the ability with which the account was handled.

When it became known that a change had been decided upon there was, of course, the usual gossip concerning the probable reason for the switch. Publishers' representatives looked wise, spoke

in whispers, shook their heads, or, while declining to hazard opinions, permitted it to appear that they could explain the matter if they felt so inclined. The men who had been active on the account were referred to in slighting comments by some of the people who were connected with other agencies. Advertisers themselves gossiped about the change and usually were wrong in their assumptions concerning the reasons for it.

The fact behind the matter was simple. More than a year before the change was made a new man was appointed advertising manager of the concern that was responsible for the account.

INFLUENCE OF A VERY SPECIAL SORT TURNED THIS ACCOUNT

He was a nephew of one of the vice-presidents, and it soon became evident that he was to have absolute authority in his department. Before he had been on the job a month he began to find serious fault with the manner in which the company's advertising was being handled. At first he objected to the copy. New copy was prepared; but he didn't like it. After the men who had written the copy for years had done their best and failed, others were called into service, and for a time it looked as if they were going to be able to produce what the young man wanted. Then more trouble developed. He didn't like the illustrations, and he had doubts concerning the mediums that were being used.

The agency officials got busy. They were determined to do everything possible to give the manager the kind of service he demanded. For months they exerted themselves, spending more money on the account than they

were getting out of it; but all to no purpose. As soon as they succeeded in getting the exacting young critic to admit that he was satisfied with the copy or the pictures that were produced he would find something else that was all wrong.

If they had kicked the account out of their shop when it began to be evident that the manager was bent upon making a change they would have saved themselves a lot of worry, much valuable time, and considerable expense. But they were fighters and they made up their minds that they "would not be licked." They tried to go over the advertising manager's head, and once it seemed that they were going to be able to have their way in spite of him. In the end, however, they found that they had been working to no purpose. When the time for a renewal of the contract came, it went to another agency. A couple of months ago, the young man who had brought about the change married a daughter of one of the officials of the agency to which the account had gone.

An account that was transferred, not so very long ago, from a New York to a Chicago agency went to the latter city for a reason that may seem trivial, but which, nevertheless, was serious enough to the people who lost it. The headquarters of the firm for which the account is carried are in a small city in one of the States of the Middle West, and the company's advertising manager considers it a part of his duty to keep in pretty close touch with his agency. He likes to make frequent trips out of the little city in which he draws his salary, and for certain reasons that need not be specified here, he began a while back to have a special liking for Chicago. By transferring his advertising account to that city he would have an opportunity to spend three or four days a month there, at the company's expense. No doubt he figured that the Chicago agency would be able to handle his account just as successfully as it had been handled in

New York, and it would cost nothing to have it transferred. There was much speculation as to the cause when the change was made, and the agency that lost the account has doubtless been supposed by many people to have fallen down on it, whereas the question of ability to render satisfactory service had nothing whatever to do with the case.

AGENCY HELD ACCOUNT BY FIGHTING FOR IT

I have heard it said by advertising men that it is best when it becomes evident that the advertiser is determined not to be satisfied with the work of his agency to give up the account and go after something else that will compensate for the loss. It would hardly be wise to accept that as a general rule of procedure. In the two instances to which reference has been made it would have been advisable, if all the facts could have been known, for the agencies to let the accounts go without wasting time or effort in endeavoring to hold them. It was inevitable that they would fail.

But I have in mind another case that ended differently. An organization that is investing many hundreds of thousands of dollars annually in advertising had a publicity manager, a few years ago, who appeared to be determined to get rid of the agency that had the account. He seemed to have the confidence of the head of the company by which he was employed, and he developed a most trying obstinacy in his dealings with the men who were assigned to the work of preparing his advertising. Often he was insulting in his comments concerning their efforts to please him. He refused to like anything they did. They couldn't devise a lay-out that satisfied him. When they showed him a new piece of art-work he would sneer at it. He tore copy to pieces and did his own copy-writing. The stuff he produced was fearful and wonderful, and the agency got the blame for it.

When he was unable to think of any other way in which he could

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USE THE IRON TRADE REVIEW

To Reach the Iron, Steel, Foundry and Metal Working Industries

It has an International Circulation of 11,700 copies each week.

Its readers are the men of authority in iron, steel, foundry and metal working industries.

It is the leading Iron and Steel Market authority and more than 350 Daily papers throughout the world quote its weekly market reviews.

It is indispensable to the buyer and seller of iron and steel because of the authoritativeness and completeness of its market information and other editorial matter.

It has a constantly increasing circulation—25 per cent. gain in paid subscribers in 1918—and a constantly increasing advertising patronage—37 per cent. gain in 1918.

It is of such convenient size (type page 7x10 inches) and so attractively gotten up, that its editorial and advertising pages can be conveniently and profitably read—all of them.

It has a prestige invaluable to every advertiser having anything to sell to the iron, steel, foundry, machinery and metal working plants of the *world*.

Its "Where-To-Buy" classified by products list of advertisers is a buyers' directory constantly used by its readers in their purchases of equipment and supplies.

Its advertising pages are given the same careful thought typographically as the editorial pages and its advertisements are displayed and grouped to make the strongest appeal to the reader from an interest and convenience standpoint, resulting in the greatest benefits to the advertiser.

You are not thoroughly covering the Iron, Steel, Foundry, and Metal Working fields without the more than 11,700 circulation of THE IRON TRADE REVIEW.

Published Every Week at Cleveland, U. S. A.

Member A. B. C. and A. B. P., Inc.

You can use this crack solicitor

With a highly successful record, and long experience working for advertisers who are wise enough to appreciate what personality means in printed salesmanship—

INTERLAKEN cloth bindings give an important and distinctive look to your printed matter—a look that insures its reaching the man whose name is on the envelope.

He will read and keep INTERLAKEN bound booklets and catalogs and they will produce many more orders—that is why we bind our own booklet in INTERLAKEN. It will prove very interesting to you.

INTERLAKEN MILLS, Providence, R. I.



*Here it is.
Just say—
send me
a copy.*

Interlaken
Book Cloth The standard since 1883

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make trouble he would call conferences, and keep high-salaried agency men waiting in his outer office for hours after the time appointed by him for their arrival. It was apparent to every one who had anything to do with the account that this unpleasant individual had made up his mind to hand it over to some other agency. He had, in fact, invited another agency to prepare copy, lay-outs, etc., to be submitted to him. In the circumstances it might have seemed reasonable for the officers of the agency that had the account to tell him to take it and run along—but they were not disposed to do anything of the kind. They stuck right to the job, worrying on for five or six months, and then, one day, something happened.

The president of the organization for which the advertising was being done happened to have time to look through the pages of a magazine where he found one of his company's advertisements. He sent for his advertising manager and asked about it. Apparently the copy did not please him, and on the following day he sat in at a conference to which representatives of the agency were invited. It was the first time for many months that they had been able to get to him, and there was a general clearing up of the whole affair. That particular advertising manager suffered an immediate fall from favor, and, within a few days, was hunting for another job. The agency that had almost lost the account continues to handle it, and, apparently, with increasing success.

It will be seen that the loss of an account is not always to be accepted as an indication of inability on the part of an agency to render adequate service, and this is a fact that the outsiders would do well to keep in mind. Some of them are too much given to gossiping or to jumping at hasty conclusions. They go about from one agency to another, and, naturally, they engage in discussions concerning the affairs of the people from whom they are seeking

business. When a big account goes from one agency to another there is sure to be a flurry and generally a good deal of loose talk. Some of the young men who lack experience like to make it appear that they have inside information, and often they say things that may not advance their interests. They may be sure that their confidential revelations will be passed along until they reach the people or the agencies that are concerned. I know that this happens, and my knowledge is not based upon the statements of others.

An agency man who has been observing will not be quick to advance an opinion concerning the cause when an account goes into new hands. He knows that it is often difficult to get at the actual reason for changes, and if he is sensible he will, in the absence of definite explanations, withhold judgment. It would be fortunate if outsiders, too, were inclined to follow a similar course, remembering that some of the best agencies ever organized have lost accounts.

How a Pacific Coast Bus Line Advertises

The White Bus Line in Los Angeles has been using attention-getting advertising in newspapers to call attention to its interurban service. The space occupied is about six inches across four columns and is practically all filled with a sketchy map showing the bus routes, the towns on the way and the fares to each of the latter, both for one way and the return trip. Instead of arranging this information in the usual tabular form, there is a little circle on the map where each town is located and the fare appears within the circle.

An insert map gives the location of the bus depot in Los Angeles.

Prospective Advertising for Potato Flour

Potato flour is to be advertised in this country in a vigorous manner, according to reports in grocery trade papers. A corporation has been formed which is said to have the backing of Pittsburgh steel interests. Housewives will be shown that bread may be improved by the use of a small proportion of potato flour (approximately five per cent) in connection with wheat flour.

Already five plants for the production of the flour have been built in five of the country's potato sections.

Advertising Copy for the Cuban Market

Literal Translations of United States Text Are Rarely Advisable

By J. W. Sanger

Trade Commissioner, Bureau of Foreign and Domestic Commerce

A WELL-KNOWN Cuban who has spent many years in both the United States and Europe said to the writer, "We Cubans do not think constructively in the Anglo-Saxon sense but enjoy enjoying our emotions. We love color and life in everything, and we demonstrate it in the bright colors of our automobiles and in the spots of pink, terra cotta, and blue of our older houses." His opinion, and it was substantially supported by many others, has a distinct bearing upon the "copy appeal" necessary in Cuba. Carried to its logical conclusion, the evidence of these witnesses and the writer's observation both tend to indicate that "reason why" copy, common in the United States, finds little response in Cuba except in the advertising of articles of a distinctly technical nature.

With few exceptions, Cuban women are not newspaper readers, and save for the social columns of their newspapers and magazines and the style illustrations in American fashion magazines, reading as it is known among American women plays but a small part in their lives. Taking no active part in home, club, civic, or national affairs, which have been influential factors in broadening the American woman's outlook, the Cuban woman has created little demand for national magazines of the types that circulate in every corner of the United States.

The necessity for giving the fullest consideration to climate and social conditions in gauging the advertising appeal is sometimes overlooked by American advertisers. The writer observed

one advertisement of an American cleaning fluid or wax, in which the illustration pictured the man of the house and his wife deeply interested in the work of cleaning their car. In Cuba all cleaning, without exception, is done by the chauffeur or in a public garage. Even the cheapest automobiles are driven by chauffeurs, and the owner exerts no appreciable influence as to the kind of cleaning fluid or polishing wax used. He is the opposite of the American who has a turn for mechanics and who does not object even to cleaning his own car at times.

Another advertisement of a well-known American proprietary medicine, widely advertised as a preventive of colds, showed the danger of cold weather and its attendant sickness by picturing two children in a snowstorm. Cuba is in the Tropics and snow has never fallen there.

CORRECT SPANISH MAY NOT BE IDIOMATIC

Attention is frequently called to the fact that the United States sets the pace and leads the world in original and effective advertising methods. Admitting this claim should not lead to the dangerous conclusion that all forms of advertising appeal used in the United States can be bodily and literally translated into another language and country. Nothing could be further from the truth, and the advertiser who labors under this delusion is handicapping himself from the start. In the first place, correct Spanish is not necessarily idiomatic and effective Spanish any more than correct English is convincing and effective selling English.

Moreover, the free-and-easy

Reprinted with permission from
"Advertising Methods in Cuba."

Stephen 1924

George Martin Rex
(Certified Public Accountant)
Public Accountant and Auditor
Suite 675 Industrial Trust Building
69 Westminster Street
Providence, R. I.

*Providence Journal Company
600 Westminster Street
Providence, R. I.
Gentlemen:
Complying with
request of 200
part as follows:*

that we have tabulated the returns of the
mobile owners in Providence trading territory and

Signed answers returned 904
Read the Providence Journal,
the Evening Bulletin or the
Sunday Journal 911 94.3%
Do not read the Journal or
Bulletin 55 5.7%

Very truly yours,
Geo M Rex
CERTIFIED PUBLIC ACCOUNTANT

Over 94%

**of the Automobile Owners
in Providence trading territory**

READ THE

Providence Journal

DAILY AND SUNDAY

or the Evening Bulletin

—indisputable evidence of the dominance and influence of these great newspapers, and of their supremacy for automobile and automotive accessory advertising.

19¢ a line weekdays and 10¢
a line Sundays buys their
combined circulation

THE PROVIDENCE JOURNAL COMPANY

CHAS. H. EDDY CO.

Representatives

New York

Boston

Chicago

Send Out Letters!

Your prospective customers are not mind readers. You must tell them what you want to sell, why it is good, why it is of advantage to them—*invite them to buy!*

You can't see all your logical prospects *in person!* There are too many of them and your time is limited.

But you can talk to them all—as often as you have a mind!

You can drive home your proposition and arouse their interest—then sit at your desk and take checks out of the morning mail.

You can send them letters.

Good letters.

Four-page illustrated letters, part of the complete campaigns we prepare.

Four-page illustrated letters that compel the mail clerk to send the interesting detail to the executive along with the personal message.

You can cash in on letters in many ways—speed up different channels of your business.

Whether you're near the Atlantic or the Pacific, the Gulf or the Canadian border—or anywhere in between—we're prepared to give a personal interview.



BUCKLEY DEMENT & CO.

**"First in Direct Mail
Advertising"**

**634 Sherman Street
CHICAGO**

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colloquial, friendly, and sometimes intimate copy much in favor in certain types of American advertising, and particularly in "gingery" sales letters, not only would not be understood but would be misunderstood and, indeed, would affront Latin Americans, who would regard it as rather impudent. To come down to cases for the sake of comparison, the advertising of "Prince Albert" tobacco would mystify and probably offend Latin Americans and at best would certainly fail to convince, whereas the quiet, conservative handling of "Fatima" cigarettes copy would probably meet with a welcome response. Not that the Latin-American is averse to novelties. On the contrary, he is more susceptible to their appeal than we are and more easily attracted by a simple moving display in a window, or an ingenious souvenir, or a novel illustration. But his respect for what he regards as the proprieties, his dignity on all occasions, and his resentment of jovial and intimate "hello-there" copy appeal, are fundamental facts to be remembered.

The raciness and originality of the type of copy represented by the "Big Ben" advertising, despite its tendency to slanginess, would, in spirit at least, be effective in Latin America. But that same copy translated into correct Spanish would be only partly intelligible and wholly ineffective, because the individuality of it finds no parallel in corresponding Spanish words. The effectiveness of its appeal is untranslatable into Spanish except in the most labored, roundabout, prosaic fashion. The terse "snap" and sparkle of its phrasing, which is its essential appeal, can not be found in Spanish, which is primarily a language of dignity, indirection, and formality. It has its own colloquialisms and local idioms, which have crept into the language through usage, as with English, but it is not given to slang nor to the making of new and expressive phrases overnight. Scores of correct Spanish words might be quoted

which, although understood in all Latin American countries, are not used identically in all of them but are replaced for everyday usage by their own local words. A single example may suffice. The Spanish word for child is "niño" or "niña," which is so used in Cuba. In Chile the word for child is "guagua," while in Argentina it is "nena." "Niño" might be understood in all these countries, but it would not make the instant appeal the local word would. Instances might be quoted at length but would serve only to emphasize this same point—that many countries of Latin America have added their own phrases to the body of the Spanish language, and only an individual familiar with each local field can hope to render final and unerring judgment in censoring copy. Attention is directed to this because few advertisers will limit their Latin American campaigns to Cuba, and the foregoing instance may serve as a warning against absolute uniformity of phrasing in "copy" planned for a number of Spanish-speaking countries.

"AMERICAN PRODUCTS" WOULD NOT BE UNDERSTOOD

In this same connection it may also be well to remember that in Chile, for example, they call us "North Americans" or "Yankees," while our country is referred to as the "United States" or sometimes "The States." Dealers sometimes refer to our goods as "American products," but it would be well for the copy writer to be very careful in using the word "America," which to a Chilean is a general term for all of South America, or "Americans," which to him may mean South Americans.

Generally speaking, however, it is doubtful whether there is any more difference between the Spanish of Spain and Cuba than there is between the English of England and the United States. The same article is sometimes known by one name in England and by another in the United States, and spellings are not un-

commonly different. All these minor but vital points are considered in writing copy for England, and the same attention should be devoted to the Spanish copy written for Cuba.

The coined words used as trade names or even trade-marks in the United States are not always usable in Cuba. They may not only be unpronounceable in Spanish, but, worse than that, they may have the reverse or even a distinctly unfortunate meaning. Cuba and other Latin American countries still smile when they remember the American manufacturer who entered these markets and advertised his product under its American coined name, which in Spanish means "rascal" or "thief."

A DIFFERENT MANNER OF THINKING

In the long run, each advertiser's experience will be his best guide as to what form of copy appeal is most successful. Certainly no hard and fast rules can be laid down at this time. However, if the copy aimed at the consumer is based on the following fundamental facts, at least it will not go far astray:

(a) The Cuban is a Spanish-speaking Latin, whose ancestry, customs, and climate have given him an almost Oriental tendency not merely to thinking but to speaking and acting indirectly and not directly, as is the Anglo-Saxon custom. He talks and writes fluently and at great length, not in order to dodge an issue but to reach the final point in his way. And that way, it must always be remembered, is the indirect way. He will never make the blunt answer "No" to an inquiry; but he will say "No" just as unmistakably if his Anglo-Saxon listener will readjust his point of view to the Latin method employed. That method is the courteous, round-about method.

(b) His tendency is not to be scientific, mechanical, orderly, and practical. He is more pleasure-loving than the Anglo-Saxon, more of a dreamer, more artistic and cultured, and less analytical.

He is more easily impressed with a new idea or a novelty or an attractive picture, and consequently more difficult to hold to the similar thing that may have attracted him the day before. He is impressionable and likely to act on impressions. Consequently the picture or illustration and the indirectly, simply, yet subtly worded appeal unhampered by "reason why" or technical arguments would be the surest vantage ground for the copy writer.

If ordinary care is taken, the translation problem will not prove to be so great as it sometimes appears. Some of the Spanish with which American advertisers favor Cuba is merely what one might term "transcribed." It is not even good Spanish, and much less is it idiomatic or effective. Of course, the ideal copy would be written in Spanish and not translated at all. But that would require it to be written by one who not only is a native with a thorough understanding of the customs and characteristics of his own people but who can also write good advertising copy. Such a combination of talent, while desirable, is not easily obtained. The average advertiser will probably have to be content with some kind of compromise. For those advertisers or advertising agencies whose business does not seem to justify the regular employment of competent translators, recourse may be had to the foreign-language departments of a number of export journals published in New York. There are also excellent translation bureaus located in New York and elsewhere. Every possible effort should be made to get an intelligent and adaptable translator. More than likely the "cheap" one will prove the most costly in the long run. No one should be employed whose judgment can not be trusted to translate not merely the words but the spirit behind them. Above all, he should avoid literal translations. Idiomatic Spanish is absolutely necessary for Cuba, and whether in the preparation of a letter, a folder, or a piece of newspaper

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Johnston Overseas Service

Advertising

Takes pleasure in announcing
the addition to its staff of
JAMES L. HUTCHISON
as Assistant Manager

Mr. Hutchison was formerly District Sales Manager and Assistant Advertising Manager of the British-American Tobacco Company of Shanghai, China, and his six years' experience in merchandising and advertising in the Far East, are available to the clients of the **JOHNSTON OVERSEAS SERVICE**.

JOHNSTON OVERSEAS SERVICE plans, handles and places advertising abroad.

Reports on the market conditions in any foreign country as relating to your particular product.

Selects the most suitable local foreign advertising media.

Places such advertising at the lowest possible rates.

Prepares suitable copy, layouts, cuts, etc., particularly in foreign languages.

Handles all details, such as translations, electrotypes, proofs, checking insertions, foreign payments, etc.

Supplies without cost selected lists of dealers in foreign countries.

Furnishes a confidential Weekly Bulletin of inquiries for American products.

JOHNSTON OVERSEAS SERVICE

Exclusively Foreign Advertising

277 Broadway

New York, N. Y.

PHONE - WORTH 2049

The United States—

is the wealthiest country in the world.

New England——

is the richest section, for its size, in the U. S. A.

Boston——

is the largest city in New England.

The Boston American

is, by circulation and advertising space totals

The Best Business Producer

in the largest city, of the richest section of the wealthiest country in the world. The best reasons for this sweeping statement lie in the possession of requirements sought by leading advertising users.

- 1st. It is an Evening Newspaper, home-going, carefully read and bought by all classes.
- 2nd. It has a guaranteed circulation that is within 10% of the combined circulations of all other Boston Evening Newspapers.

The following table of space used in Boston evening papers the first five months of 1919 by

Boston Department Stores

TELLS ITS OWN STORY

American	. . .	521,818 lines
Traveler	. . .	440,845 “
Globe	. . .	310,965 “
Transcript	. . .	216,907 “

“The Greatest Evening Circulation in New England”

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copy, as much freedom as possible should be allowed the person who does this work. Preferably, he should have at least sufficient familiarity with the subject of which he is treating to give the copy vitality. For those who are advertising not only in Cuba but in other Spanish-speaking countries of Latin America the problem is more complex, because, unless their advertising is being written and placed individually for Cuba and each separate country of South America, it will be impossible to obtain such "local color" or peculiar idioms as may characterize each country. If, as is possible, all of an advertiser's letters, catalogues, newspaper copy, and other advertising matter is written or translated in the same office, the advertiser will have to be content with the reasonable compromise of a translator who can assure him of at least idiomatic Spanish, such as is suitable for all Latin American Spanish-speaking countries.

Another Co-Operative Campaign to Broaden Uses of Product

WITH building gradually getting back into its normal stride and general construction work picking up, the Vitrified Pipe Manufacturers Association, with advertising headquarters at Akron, Ohio, has started a campaign to explain the correct methods of installing vitrified pipe and to promote the most advanced sanitation and drainage methods.

While vitrified pipe is not exactly a new product, the house drainage campaign met with a great amount of opposition from municipal quarters and very early involved an entry into the arena of legislation, since plumbing practice is so strictly governed by statute and ordinance in many localities. It has not been the association's policy in this connection to attempt to gain special recognition for its product. Rather it has merely contended

for high standards of general workmanship in all building drains, leaving the question of material open.

To create consumer acceptance a campaign in farm papers has been commenced, backed up by information on plumbing, sewerage, water supply, etc., which is offered for free distribution in the advertisements. Plumbers and contractors have also distributed many thousands of these pamphlets to their prospective clients. It is hoped thus to awaken interest in rural sanitation in general. If this is done, it is felt that increased sales for the vitrified pipe manufacturers will follow as a natural result.

In order to get professional endorsement for the product, a large number of demonstrations have been held before architects, builders, plumbers, engineers and public officials with the result of a marked modification in the attitude of public officials and others who were often hostile to the use of the material for various purposes. These people are also being reached through the use of trade papers in the building and sanitary fields and municipal improvement organs. It is interesting to note as indicative of the policy pursued by the association that the folders and other material going to the professional people do not deal only with vitrified pipe but also with closely allied products so that they contain information which is well received by this class of workers.

In addition to the advertising the association has been conducting a research to determine better methods of installation which has already resulted in an improved mechanism for joining the pipe.

To Regulate Supply and Demand by Advertising

The Toronto Retail Coal Dealers' Association is advertising to educate the public to a more efficient method of buying coal. Householders have formed the habit of buying their coal all at one time and only one grade. The dealers are endeavoring to distribute the buying and to induce the public to buy the grades on hand.

Planning for the Next Generation

(Continued from page 47)

as well as others which may be in common use ten, fifteen, or twenty years from now. Their problem is twofold: to discover ways and means of producing cheaper electrical current, and to produce new current-consuming appliances and processes to use this cheaper current.

LOOKING FORWARD TO INCREASED POPULATION

Then there are the telephone prophets who have to work fifteen or twenty years ahead, planning to have the telephone ready whenever and wherever the people are going to need it. Their task is very different from the work of the rubber or the electrical prophets. They have to foresee how much a city is going to grow and how the population will be distributed. They must know this for two reasons: firstly, so that some day, say ten years from now, you may not seek for a telephone in some place where you would naturally expect to find one, only to be told that the telephone is not available because ten years before, when planning its lines, the telephone company did not put in large enough cables to take care of the telephone needs of that section. Secondly, they must know how the population is going to be distributed so that they can properly locate their exchanges, for the placing of exchanges has considerable bearing upon the profits of a telephone company.

Briefly, this is how the telephone prophets go about their work: Taking the present population of the city, and the population for many years back, they plot a population curve, projecting this curve eighteen or twenty years into the future, establishing the population in 1937, let us say, so far as the past growth of the city can help in estimating the future growth. They then check this up in every way possible, by analyzing the industrial development, past, present, and future;

by studying the transportation facilities present and proposed, the labor situation, the real estate market, the geographical location of the city. When this is done and they have arrived at what they believe the population of the city will be in 1937, they proceed to "place" that population, to prophesy how and where it will distribute itself. This involves a tremendous amount of detail work. There must be a house-to-house count in the residential sections to show just how many families are living in each square block of the city, what percentage of them have telephones, and what class of service they are using. The character and nationalities of the population have to be taken into account, for some nationalities have a tendency to huddle together in great numbers in congested areas, while others show a marked tendency to live in separate little houses, thus spreading out over a larger area. The old settlers in each section must be talked with, as well as real-estate men and other well-informed citizens.

When the prophets get to the business section of the city they are confronted with a different problem, but one that, nevertheless, has to be met; they have to prepare for new office buildings, perhaps as yet undreamed of, for hotels and department stores. It is one thing to determine how a city is going to spread out, and quite another to tell where it is going to shoot up, suddenly demanding telephone cables to take care of from five hundred to a thousand telephone installations, as in a large office building or hotel, on one little spot. This requires a careful study of existing business conditions and a calculation of the probable future commercial growth which is based primarily on population. If a population of so many thousands supports one hotel, three department stores and twenty large office buildings, there will be a certain ratio of increase in department stores, office buildings and hotel patronage if the population increases, say, 50 per cent. This can be checked up by

No Solicitors - - -

WE do not have what are commonly called "solicitors"—men who get a commission on the business they turn over to the advertising agency.

In selling an advertising and merchandising service, we feel that the man who brings in an account should have entire charge. With him, that part of the organization which is best fitted, should co-operate in the development of plans, copy and illustrations.

The member of the Lampport-MacDonald Company who comes to see you, will work with you and absorb the active enthusiasm of your business. He will then have from the rest of our organization the co-operation of an interested number of experienced men, who will aid him in carrying out effective plans to advertise and merchandise your product.

We shall be glad to hear from advertisers interested in service of this type.

Lampport-MacDonald Co.
Advertising
J.M.S. Building-South Bend, Ind.

MFCRAY
Refrigerators

one of 21 national accounts

An Advertising Manager Wanted

by a large concern producing well-known, standard, low-priced merchandise, distributing direct by mail to consumers and also through salesmen and by mail to wholesalers and to retailers. Work of the advertising manager is absolutely vital. Applicant must have had training and experience both in detail and in management. Must be clean, broad, open minded, tactful, and able to carry large responsibilities. Salary commensurate. Opportunity for advancement exceptionally good. Write fully. Until selection is made applications will be considered confidential.

**Address "S. B.," Box 85
Care of Printers' Ink**

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studying other cities which correspond in population and general characteristics.

Hundreds of tables and charts are drawn up. Scores of maps are made, maps showing areas available for business and residential expansion, maps showing density and character of population, maps and charts showing the relation of the present telephone service to the present population.

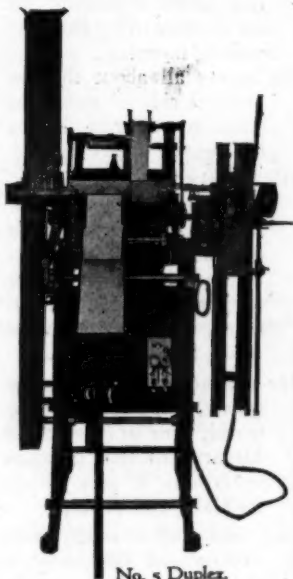
When this is all done, the prophets study all of these data and make a huge map of the city, "placing" the population, locating new office buildings, apartment houses, department stores, schools and hotels, and indicating on the map in every square block in the city just how many telephones and how many private branch exchanges will probably be required in 1937. The prophets do not expect always to strike it right, but they have found that this method of prophesying is safer and more accurate than the "hunch" method of a few years ago. The effectiveness of the system is just beginning to show. In one New England city a department store was located by the telephone prophets ten years ago less than a block away from where it has recently been built. In another city an office building was placed very close indeed to the spot where the building has just been erected. Many other instances might be cited if space permitted.

I have seen the telephone prophets' map for the city of New Haven, Connecticut, for 1935. It was like peeping into the future to look at it. Everywhere there were little circles with figures in them. Blocks which are now vacant lots have their little circles with the number of telephones they will probably support by 1935. A street I had passed on my way to the telephone company's office which is being torn up to be paved was pointed out to me on the map. "We are putting down our cables for 1935 under that street now. Cities no longer allow their streets to be torn up every few months. We have to watch every street and take ad-

SPEED ACCURACY ECONOMY

in the handling of addresses for publishers are guaranteed by

THE BELKNAP SYSTEM



No. 5 Duplex.

The No. 5 Duplex Machine, in one operation at a continuous speed of 7,500 per hour, will

- 1 Address and list names on mailer strip.
- 2 Print and cut proof of stencils in strips at any lengths for binding.
- 3 Automatically pick out expiring stencils and file them in separate drawers.
- 4 Count and register the number of subscriptions, automatically skipping and not counting postal divisions.

RAPID ADDRESSING MACHINE CO.

32-46 West 23rd Street

NEW YORK

I Want a Man

- ¶The man I want is at present assistant to some other man.
 - ¶He is between 25 and 30 years old.
 - ¶He is originating and executing ideas, suggesting for art work, writing copy and making layouts.
 - ¶He knows all about the mechanical side of producing publicity without having his creative ability stunted.
 - ¶His job with me will be constantly producing every variety of publicity upon one special line. He will have to produce real advertising for acres of valuable white space. The ability to do this is his main asset.
 - ¶He is coming to the biggest concern of its kind in the world, with an Advertising Department that produces everything it uses, except its plates and paper.
 - ¶He lives advertising every minute and believes it is the greatest force in the world.
 - ¶He is going to write me a letter, (in confidence of course) telling me everything *he* knows *I* want to know.
 - ¶He wants to live in New York.
 - ¶Possibly he isn't a college man. Address "L. C.," Box 83, care of PRINTERS' INK.
-

vantage of repaving to put down our cables for the future," said one of the prophets. "Sometimes the cables will not be required for ten years, but they will be ready when they are needed."

Every business that is to succeed and perpetuate itself must have a prophet in its organization. And there lies an interesting fact: in nearly every fairly large business there is likely to be a prophet or, perhaps we might better say, a potential prophet. He may not be the president or the vice-president or the secretary or the treasurer; perhaps he is not even an executive or department head, but some humble worker. In the latter case he is generally regarded as a dreamer.

Many a young man with the making of a prophet in him has been discharged from some small organization, or perhaps has left of his own accord, because he was a failure at the job assigned him and could not keep his mind on his work. The next thing his erstwhile employer hears of him is that he is holding down a big job in the city with some big, important organization. He has found his place in the watch-tower, where he belongs, instead of staying at some job down in the pattern. Of course, these budding prophets have to be harnessed or they would sometimes run away with a business. The surest way to harness them is to put them at the chief executive's elbow where they can see the business from the top. The financing and management of a business have a very sobering effect, a way of fading out mirages, and it is mirages that need most to be feared in the work of the prophets. That is why it will nearly always be found that the successful prophets work against a background of facts and figures. They have to work carefully, investigate carefully, make their final deductions carefully.

Some one has well said that "faith deals in greater marvels than fact." It is true, but it is also true that such a prosaic, practical, and essentially "factful"



It is our business to create advertising which adequately expresses both a product and the institution behind that product.

The Power, Alexander & Jenkins Co.
Advertising
Detroit

EXPERIENCE

From the president's office to the composing room every active executive of this organization is an experienced, practical printer. The men who direct the work of

THE TYPOGRAPHIC SERVICE COMPANY

are well up on modern typographic theory, but in practice their theories are soundly tempered by the solid commonsense of long practical experience. If you have a printing problem that is difficult or unusual, this is a pretty good place to bring it. You will be welcome any time at

141 MADISON AVENUE, New York

Telephone, Madison Square 3620

Can You Help Us Fill Our Pressed-Glass Factory to Capacity?

Having recently built a large, new, up-to-date factory for manufacturing our line of pressed crystal glass products (which are used and favorably known the world over), our new facilities exceed our immediate requirements.

In order that we may operate our factory to full capacity, we wish to get in touch with concerns which buy pressed crystal glass products in quantity.

2% Commission

Perhaps you are with such a concern; perhaps you can put us in touch with other houses who are in the market for pressed crystal glass products. If so, let us hear from you. *We are prepared to pay 2% on all business done during the next two years as a result of your co-operation.*

Since overhead expenses and profits are already well taken care of by our existing, flourishing business, we are in position to quote exceedingly low and attractive figures to all interested.

We have been established for over twenty years. Our products are standard equipment in many of the largest organizations in the world; our trade-mark is synonymous with quality, because of the high-class workmanship and materials put into our merchandise.

Address replies to "W. C.," Box 82, Printers' Ink

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thing as a steam shovel is a great aid to faith in removing mountains!

It must be admitted that sometimes even the most careful prophets are premature in their prophesying. An old man who runs a store in a little Connecticut town recently exhibited to a group of friends a poster advertising one of the new temperance drinks now being introduced by a large brewery. The men saw nothing remarkable in the poster until the old storekeeper told them that it had been sent him nearly twenty years ago. It seems that the brewers tried to introduce this particular drink back in the '90's, but finally decided that they were too far ahead of the times, so they had put it on the shelf. When time caught up with the brewery prophets, they simply took down the "new" drink and put it on the market.

Another illustration of prophesying, a current one, concerns the affairs of a certain well known company manufacturing food products. Shortly after the start of the war the sale of one of the products put out by this company dropped to about one-fifth its normal volume. The reason was that the price of one of the main ingredients had almost doubled, making the price of the food when made up and sold by this company a luxury above the means of the average family. Had the executives of this company been completely tangled up in the pattern of the times, they would have assumed that, once the war was over, the price of this particular commodity in the raw would drop back to normal again and that their business would once more pick up. But someone in that organization was prophet enough to keep out of the pattern of the present and to project his mind ahead to the time when the war should be over. What he thought he saw was that the price of that food commodity would never again go down to its previous level. It would probably drop somewhat, but not enough to bring the sales ever again up to their previous level. So he started

If you do not see a copy of

Hello

each month, you miss something worth while.

Mr. A. R. McAllister, of Los Angeles, Printer and Publisher of "The Needle," says that HELLO is one of the few house organs that "really belong," and he knows.

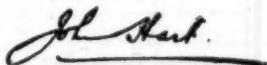
Published mainly to benefit advertising it also refers occasionally to

London Opinion

the greatest mail order puller in Great Britain.

A specimen copy of HELLO will be sent on request, or twelve numbers for a quarter.

Money returned if you dare to ask for it.



Advertisement Manager

LONDON OPINION
67 and 68 Chandos St.
Strand, London, W.C.2

GOTHAM STUDIOS INC.[®]
1133 BROADWAY
New York



"THESE
great folks," said
Mary Washington,
just before her son
George was to pay her
a visit, "expect some-
thing a little extra."

So she put on a clean
apron and a new white
cap in honor of the
occasion.

At Gotham we always
bear in mind that our
customers expect some-
thing a little extra.

That is why they are
our customers.

Martin Ullman
Managing Artist

*Gotham for art work.

**Good. Better. Best.
Never let it rest.
Till the Good is Better
And the Better Best.**

Copyrighted

out to get the facts from the Department of Agriculture at Washington, and from every other possible source, and he found that the other prophets agreed with him. That company fortified its business by putting out a new drink. A beverage is rather different from the company's other products, but in itself this selection shows shrewd prophetic vision.

To Advertise King's Dehydrated Fruits

L. W. Pennington, formerly sales manager for Wadhams & Kerr Bros., wholesale grocers of Portland, Ore., has been appointed general sales manager of the King's Food Products Company, which succeeds the Wittenberg-King Company, dehydrated fruits and vegetables. Lord & Thomas have been appointed the advertising agents in charge of the account. The general sales office will be located in Chicago. A national campaign for the coming year is being planned.

Form Advertising Board in Detroit

The Detroit Advertising Board has been formed in that city, for the purpose of advertising all matters of public importance. The present Board, which is in reality a continuation of the War Advertising Board, will work with the city departments and direct the advertising of the Department of Health, Public Works, and similar divisions. H. P. Breitenbach, Detroit manager of the J. Walter Thompson Co., is chairman of the Board.

Ferry Hanly Adds to New Orleans Staff

Willard F. Elliot, art production manager of the Ferry-Hanly Advertising Company, Inc., at Kansas City, and Joseph B. Bishop, formerly director of sales promotion and advertising of the American Druggists Syndicate, Long Island City, are now with the New Orleans office of the Ferry-Hanly Company. Mr. Bishop before joining the A. D. S. was connected with this agency for five years.

Two Service Men Return to A. P. A.

Frederick H. Toombs has been discharged from the Service, and has resumed connections with the American Press Association as manager of the daily newspaper department, New York.

Thomas McGinness has also returned to the Association, New York, as advertising solicitor, after being over nine months in the Service.

Contact—Breadth—Results



CONTACT. We have already told advertising men what a remarkable contact Associated Advertising has with the big buyers of space. In one issue of a large national publication there were thirty-two advertisers of automobiles, tires and accessories. Associated Advertising has points of contact with 96½ per cent. of these.

* * *

BREADTH. As an illustration of the breadth of this contact, let us point out that, in the case of one tire advertiser, who invests \$1,500,000 a year in advertising, the contact was as follows: 1, the president of the company; 2, the advertising manager of the company; 3, the president of the advertising agency placing the business.

* * *

Associated Advertising

A MONTHLY MAGAZINE

Associated Advertising Clubs of the World, Inc., Publishers

H. C. DAYCH
Eastern Representative
110 West 40th Street
New York City

P. S. FLOREA
Business Manager
110 West 40th Street
New York City

STANLEY IKERD
Western Representative
128 West Madison Street
Chicago, Ill.

RESULTS. Results are, after all, what count: One advertiser carried a two-inch, ten-dollar advertisement, and after the first insertion "received three orders and three inquiries."

A full page advertiser in the June issue, within two weeks from date of publication "received 80 high-grade inquiries and one order."

What would *you* do with 80 voluntary inquiries?

These are some of the reasons why Associated Advertising has jumped from 32, to 48, to 56, to 64, pages in three months.

Circulation in excess of 15,000. Member A B C. Large Page, 8x10. \$5 an inch, \$150 a page. All advertisements next to reading matter. Wire your reservation today.

THE INSIGNA OF



SUCCESSFUL SERVICE

Starting July 1st, 1919

(Just two months ahead of original plans)

"S & M Insured Agency Delivery Service" Extended to Cover Entire New York Agency Field

Chicago—in—1920

SUCCESS made possible by Publishers who set aside custom for an advanced idea in the business of Advertising. . . .

Agencies owe a debt of gratitude to these publishers who are using "S & M Service" in their endeavor to co-operate with advertising agencies.

¶ All Boston—New York—and Wilmington papers use S & M Service. Also papers in Washington—Philadelphia—Baltimore—Worcester—Springfield—Hartford—New Haven—Ithaca—Bridgeport—Pittsburgh—Indianapolis, Etc., and 121 Monthlies and Weeklies.

(They KNOW their checking copies arrive)

¶ It is significant that the *Phila. North American (FIRST Daily Published)* was *FIRST* to use S & M Service.

Publishers: Insure your checking copies reaching the 130 leading agencies of New York. A rate for every kind of publication.

\$2 to \$6 Monthly

Secure the facts about S & M Service—then—determine if you can afford to be without it.

Co-operative Services of  **Schworm-Mandel Inc**
450 Fourth Ave. N.Y. 7205-7206 Mad Sq

Don't Wash at Home--Keynote of New Campaign

The American Laundry Machinery Company Launches a National Campaign to Advertise the Laundry Industry

APPRECIATING thoroughly the fact that its success is bound up with the success of the industry it serves, the American Laundry Machinery Company, of Cincinnati, Ohio, has launched a campaign which it expects to conduct over a period of at least three years to "inform the housewives of America as simply, pleasantly and lucidly as it may, the advantages of modern laundry methods over the old-time scrub-board and the mess and worry of wash-day." The campaign also contemplates a hard and continuous drive to protect the industry, in so far as possible, from further inroads on the part of the manufacturers of the home-power laundry equipment, notably the electric washer, by getting before the housewives the laundry's side of the story.

Shortly after the signing of the armistice the American Laundry Machinery Company undertook an investigation, the results of which led to the conclusion that the present business of the industry represented only five per cent of the total possible business for the central laundries. This lack of possible development appeared to be very largely due to the fact that the laundry industry had been subject to a great deal of misunderstanding on the part of the housewives—misunderstanding which the industry had never made any effort to correct. It was found, for example, that the unfortunate misnomer "mangle" was taken literally. Time and again the investigators were told that "the mangles were so hard on the clothes." This illustration is merely typical of the many sources of dissatisfaction that were traced down and found to be without real excuse for existence.

Another disturbing conclusion from the investigation was that

over 300,000 home washers had been sold in recent years, and that practically every one of the 6,775 central electrical stations in the United States was making strenuous endeavors to induce the housewife not only to use electric lights, but also to use electric irons, vacuum cleaners, toasters, chafing-dishes, cooking ranges and *washing machines*.

A BILLION IN BUSINESS IN THE OFFING

The campaign which has been worked out for developing the legitimate market open to the industry is largely educational. An analysis of the potential market leads the company to believe that fully one-half, or 10,000,000, of the homes in the United States can be considered as possible patrons of the central laundries. Estimating conservatively, if each of these 10,000,000 homes were to send a bundle of home work each week amounting to only \$2 (which is low), it would mean a total volume for the central laundries each year of \$1,040,000,000!

In the campaign which the company has just embarked on, the housewife will be taken into the confidence of the industry, told just how the laundry machines are operated and an explanation will be given as to why they do not damage clothes. The copy will be directed towards showing how laundry methods are infinitely better and more scientific than the wash-tubs and scrub-boards. By tactful copy it is hoped that chronic kickers will become ashamed to kick; and in many ways the advertising will tell the housewife what to expect and what not to expect. All of these things, it is held, will tend to bring about a better feeling between the consumer and laundry-owner.

As a means toward obtaining

this much-desired object, from the viewpoint of the laundry-owner, co-operative advertising is advocated, and it is pointed out that in such cities as Philadelphia, Worcester, Baltimore, New Orleans and Pittsburgh, laundry-owners have forgotten old-time bickerings and have united to advertise not themselves but laundry service.

To facilitate such co-operative advertising the American Laundry Machinery Company has prepared a series of twelve advertisements, ranging in size from two columns, six inches, to seven columns, twenty inches, for the use of such laundry men as care to take advantage of this service. While the American Laundry Machinery Company, in performing this service, and in carrying on its extensive campaign in the magazines and newspapers of the country, to advertise the central laundry, does not anticipate that its present investment will result in immediate returns, it feels that this is the only way to build for long-time business. More than that, it feels that this is the only way in which the industry can be put upon a basis which is sound and which is capable of the expansion to which the industry is entitled.

The Progress Advertising Has Made in Three Decades

PHILADELPHIA.

Editor of PRINTERS' INK:

Don't think you are putting me in the antediluvian class with your questions about advertisement writing thirty years ago.

Being a mere youth at that time brings me now right at the age of discretion. And anyway, a man is young till he stops growing.

To my thinking, advertisement writing is better than it ever was, and getting better all the time. There is a lot of poor advertising yet, but taken all in all it is 'way ahead of thirty years ago.

It has found its place. It has linked up with business and salesmanship on one side and with practical every-day humanity on the other. It has got in line. Writers have learned to travel in harness without kicking back over the dash. Less movement, perhaps, but more progress.

They realize they are not the whole team.

In the old days it looked as if some of us thought the horse ought to drive—which was something of a horse on the business we tackled.

Writers to-day are more in earnest with their work. They dig harder for facts, write more carefully to make them clear and convincing.

They aim to represent intelligently the business they are advertising, and to build it up on a solid foundation of truth well told.

They have more respect for their public, more faith in the power of plain and honest statement.

The good writer's first question now a-days is not "What bright thing can I say?" but "What are the facts? What is the actual outstanding feature of these goods or this service which is possible customers ought to know about? What people need it? Why and when and when do they need it? How will it help them most?"

It hasn't taken the intelligent writer thirty years to learn that his work can be no better in the long run than the business behind it. And he can't go ahead any faster than he carries his defense with him.

He has learned that clever writing and fine illustrations alone do not make good advertising; that advertising is a message and unless the message is there, nothing else counts.

The public and the advertisers have also advanced a long way in thirty years.

The majority of intelligent people now look upon advertising as reliable information, as business news. They expect to profit by it; they accept it as the modern method of economical salesmanship and distribution.

Comparatively few now cling to the outworn notion that advertising is mostly clever bunk for which they have to pay in the increased price of the goods advertised.

People who think on the subject at all recognize that the whole tendency of modern advertising is to enforce higher standards of manufacturing and merchandising all along the line.

The shrewd advertiser realizes that he is bound to make his whole business conform as closely as possible to his advertising in order to reap the full benefit of it.

He has learned that it pays to advertise—honestly. And the public is more inclined to trust him, knowing he is virtually under bonds.

All this was just as true in thirty thirty years ago as it is to-day. But it seems to take a long time for the obvious commonplace truth to filter through into the average consciousness. There are some brands of consciousness where it never filters through.

There is still a lot of bunk sprinkled through the advertising pages. Some advertising is almost as unreliable as the news or the editorials and hardly more readable.

Probably the worst charge which can be brought against much of the present day advertising is semi-efficiency.

It is about half or two-thirds as effective as it ought to be.

In many cases this may have been good enough up to the present time. But "good enough" will come a fearful cropper at some of the hurdles just ahead of us all to-day.

WOLSTAN DIXEY.
With F. Wallis Armstrong Co.



How Much Will You Pay To Get Your Letter REMEMBERED?

A Dollar? Ten Dollars?
Alright! — Worth it!
But $\frac{4}{10}$ cents is enough.
Study this table of what
it costs to write a letter.

	Written on Cheapest Bond	Written on Strathmore Bond
Stenographic Wages. <i>(Assuming stenographer writes 50 letters per day and is paid \$16.00 per week)</i>	.058	.058
Office overhead058	.058
Postage02	.02
Printing and envelope	.0048	.0048
Paper0031	.0067
Total cost per letter. <i>(Not including charge for dictator's time)</i>	.1439	.1475

Doesn't it surprise you? — that you can write
your letters on the finest, strongest bond,
and have the cost increase only 2%? *Specify*

STRATHMORE PARCHMENT

Write for the "Big Letter"

STRATHMORE PAPER CO.

MITTINEAGUE, MASS.

The Mission of Swift & Company

Swift & Company has become one of the large businesses of the world through continuing to meet the growing needs of a nation and a world.

Society has a right to ask how the increasing responsibilities and opportunities for usefulness which go with such growth are being used by the men who direct its affairs—and the men have the right to answer:

To promote the production of live stock and perishables and increase the food supply;

To reach more people with more and better meat;

To make a fair competitive profit, in order to reimburse the 25,000 shareholders for the use of their capital, and to provide for the future development of the business;

To reduce to a minimum the costs of preparing and distributing meat and to divide the benefits of efficiency with producer and consumer;

To live and let live, winning greater business only through greater usefulness, with injury to nothing but incompetency, inefficiency, and waste; to deal justly, fairly, and frankly with all mankind.

These are the purposes and motives of the men who direct the policies and practices of Swift & Company

Swift & Company, U. S. A.



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Rosenstein With Art Metal Works, of Newark, N. J.

S. N. Rosenstein has been appointed advertising manager of the Art Metal Works of Newark, N. J. He has been associated with J. C. Menkin, New York, and previously was with various publications as advertising manager.

The Art Metal Works' plant was increased in size during the war to take care of Government needs. "We were confronted," says Mr. Rosenstein, "with the problem of a plant double its peacetime size, manufacturing capacity double its former size and sales organization completely disorganized. We are first building up a new sales organization. In the meantime, however, we will move the entire product of our factory through direct-by-mail and trade-paper advertising."

Warren Ordway Back From France

Warren Ordway has returned from France, where he served as a captain in the Ordnance Department, and has resumed his former position of advertising manager with the Lamson Company of Boston. Mr. Ordway entered the Service in July, 1917, serving in this country for a time before going abroad. While in France he compiled the history of the Ordnance Department, A. E. F., in co-operation with Major C. B. Going. This will be included in the general history published by the General Staff.

New York Ad Men Lose at Baseball

Former Chicago advertising men now working in New York went out to their old home town recently and were defeated in a baseball game by members of the advertising profession in that city. The score was eleven to seven. Nearly 7,000 persons watched the contest and more than \$5,000 was turned over to the Chicago Off-the-Street Club as proceeds. Elmer Patterson, of Chicago, pitched against Gene Smith, of New York. The Off-the-Street Club has been supported chiefly by the advertising men of Chicago. Its headquarters provide a recreation spot for nearly a thousand children.

Walter Painter in Agency Work

Walter Painter, formerly associate editor of *Power Plant Engineering*, Chicago, and recently a flying instructor of Brooks Field, has become associated with the Erwin & Wasey Company, also of Chicago.

C. M. Lombardi Is Dead

Cesar Maurice Lombardi, president of A. H. Bello & Co., publishers of the *Galveston News* and *Dallas News*, died on June 23 at Berkeley, Cal.

"When Seconds Count"

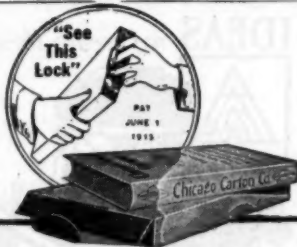


"Publications-out on time!"

We are doing it on 101 publications now. We can do it for you. Six solid floors of service, operating all day and all night. K-L's complete organization guarantees our promise to the second.

Kenfield-Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by

Chicago Carton Company

4433 Ogden Ave. Chicago, Illinois



What Is Your Stationery?

ALL business printed matter must necessarily cost in proportion to results desired. A cheap, poorly printed letterhead will naturally appeal only to poor and cheap prospects, while steel engraved stationery of distinction appeals to both those who wield influence and those who wish to.

Measure your stationery by this truism and if it falls short write us.

The
Edwards & Franklin Co.
Distinctive Business Stationery
Youngstown, Ohio
Members Typothetae since 1912

IDEAS *we create them*



for Posters · Car Cards · Ads
Booklets · Cut Outs
Lettering & Designing

American Art And Advertising
1440 Broadway · New York City
Phone—Bryant 1115

Building Big on Borrowed Sales

(Continued from page 8)

time in their pocket-book. Otherwise you will find an increase in the volume of the new easy-to-sell lines, but no corresponding increase in your old lines as a result of missionary call work. I believe, too, that your missionary call work will have to go beyond the purchasing agent with whom you are in contact at the present time. It will be necessary for you so to present your selling story that the purchasing agent will be interested in accompanying your salesmen to the office of a higher executive. This work cannot be done by your salesmen with the kind of home office support that is usually accorded the men on the road."

"Yes," said the president. "They will have to be backed up with the facts properly arranged and assorted."

"Exactly," returned the banker. "You see, it will require a new kind of sales attack. Let me illustrate. If you were the manufacturer of tools used in the production of tractors, it should be possible for you so to study the production problems of this group of manufacturers that you will be able to point out how the tractor manufacturer could speed up his production and so cut costs either in the manufacturing process itself or in the assembly room. This sort of story would interest the production man whose duty it is to secure larger production at a lower cost; and your production man is undoubtedly the man who writes the specifications which the purchasing agent uses in your line. There should also be a man in your executive organization who would make an intensive study of the competitive position of the several tractor manufacturers in their selling field, to the end that data of this sort can be translated into sales argument to be placed in the hands of the sales department of the tractor manufacturers using

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Attention!



Send your *samples* of your goods straight and sure to the interested attention and quick action of your busy customers—by mailing *sample* right with your letter.

Too often your "under separate cover" letter is filed or misplaced—and when the sample finally arrives, your letter is overlooked or forgotten.

Use Two-In-One Envelope Bags—tough manila envelope, for your letter, firmly machined-stitched to stout cloth bag, for your sample. Envelope and bag both printed to your order.

Sample and letter are attached to each other and delivered together in the

Two-in-one
ENVELOPE BAG
TRADE MARK REGISTERED

lot class postage is needed on your letter only, while your sample takes just the regular merchandise postage rate. You save double writing of name and address, and insure the prompt, direct delivery of your sample to the personal attention of the man you want to reach. This helps your customer to decide quick to buy—no waiting for sample "under separate cover."

Two-In-One Envelope Bag is made in three convenient sizes—large, medium, small. Free samples on request.



Mail this coupon NOW
to BEMIS BROS. BAG CO.
Saint Louis

CLIP OUT AND MAIL

BEMIS BROS. BAG CO.

619 S. 4th St., St. Louis, Mo.

Please send us, with full particulars and prices, but without obligation, sample of your Two-In-One Envelope Bag.

Name

Address

Printers' Ink's First Forms Close Friday Noon. Please Get YOUR Copy in Early!

Printers' Ink Publishing Company
New York City

Gentlemen:

I know how anxious you are to get out a good-looking publication every week and get into the mails on time, and you know that our reputation depends on turning out first-class work, of which every copy of *Printers' Ink* is a sample.

In order to get out a first-class publication and to protect our reputation as printers, we must insist upon receiving all copy for advertising matter earlier than we have been getting it in the past. Many times we have had to set up over forty advertisements after noon of Monday for the issue going into the mails Wednesday of the same week. This necessitated our keeping extra men on the job day and night and taking big chances of turning out rush work that might be unsatisfactory in appearance to you and to ourselves.

Now, in order to do first-class work for your advertisers, and to meet with your requirements and our own for this work, *it will be necessary that you get all copy which calls for proofs to us not later than noon on Fridays for the following week's issue.* On copy received after noon on Fridays, no proofs can be shown and we cannot accept copy nor plates after noon on Monday for that week's issue because very often copy or plates that are promised you by early Monday afternoon do not show up until Tuesday morning and we have to keep the forms open for that late copy and the presses are idle.

It will be to the advantage of your customers if they will get their copy in at least nine days in advance of the day of issue and we will very much appreciate it if you will take this matter up with your advertisers so that we can give them one hundred per cent service.

CHARLES FRANCIS PRESS,
A. F. OAKES, Vice-President.

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your tools, and so give them a reason to exert pressure on the production manager to specify your product. Since you come in contact with some twelve or more big trade groups in the sale of your product, this intensive work leading up to the preparation of a selling brief will have to be carried out for all the fields to which you cater. With the data so provided it should be an easy matter for your sales organization so to lay out the sales attack for your salesmen that they have a story that will be of such obvious interest to the sales and technical advisers of your prospect that the purchasing agent will be forced, in the interest of his firm, to give you the opportunity of presenting your story before a conference made up of the heads of the business.

"From then on the sales abilities of your men on the road are the only limiting factors to the sales volume that you should be able to build in this way. I can see the possibility of your men concentrating in certain fields on certain sales trips, so that they will not be forced to change their selling attack as they call on prospects in varying groups of trade. I can see further the possibility of your so laying out your selling work that your trade paper advertising campaigns will run parallel to these selling trips and of your advertising department so planning your direct-by-mail effort that your prospect groups will feel the full force of word-of-mouth selling and printers' ink through the resulting co-ordination between these several arms of your selling effort.

"All of this selling work should be worded and presented from the point of view of a student of the buyer's interest, and not merely that of a sales manager endeavoring to sell a factory description of his products.

"You have, therefore, two problems: First, in the selection of your new lines, to supplement your old lines in a way that will support low-cost missionary effort in behalf of your old-time products:

The Atlanta Journal

Atlanta, Ga.

**Over a million lines again—
in June**

March, April, May, June—in each of these months The Atlanta Journal published more than a million lines of paid advertising.

ALL oil stock, oil lease and oil lot advertising is barred.

The Journal is the only Georgia newspaper which ever has carried a million lines of paid advertising in one month.

**Advertising in The
Journal Sells the Goods**

Much of the advertising carried in The Underwear and Hosiery Review comes to us through those builders of big business—the advertising agents.

These men *know* advertising also the right mediums in which to place it.

If you haven't all the facts concerning the UNDERWEAR & HOSIERY REVIEW—write us.

**THE
Underwear & Hosiery
Review**

320 Broadway, New York

THE AUSTRALIAN GOVERNMENT

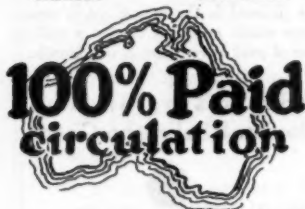
is establishing its returned soldiers on the land. These men will need farm machinery.

The Farmer & Settler

published twice a week in Sydney, N.S.W. offers the best means by which American manufacturers can reach this wealthy market. Its 100% paid circulation among Australian farmers insures greatest advertising values.

British and Colonial Press, Inc.

Sole Agents in the United States and Canada
 Cunard Building, 150 Nassau Street,
 CHICAGO NEW YORK



WHICH IS YOURS?



Wasting time, twine, paper and salaries—or with one motion dropping your article into its container ready to mail. These Parcel Post Carriers made in any weight of strong boxboard with a special lock preventing loss of contents.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

516 FIFTH AVENUE
 NEW YORK CITY

and further to choose them in such a way that they will not cause possible direct competition at some future time. You have, second, the problem of picking your executive organization so that the men selected are experts in providing the proper backing for your new and enlarged selling organization."

Will Gentlemen's Brooches Become the Fashion?

BLOOMSBURG, ILL., June 20, 1919.

Editor of PRINTERS' INK:

With the price of silks by the skin and by the yard soaring skyward while you hustle, what is mere man to do for a tie? Silk manufacturers predict that the high grade ones will retail for \$7.50 each by holiday time. What an increase this will mean in the already pinching luxury tax!

What, we ask you, is the way out?

The alternatives that present themselves to the writer are:

Uniforms—military, naval or air. Still, every man can't wear a uniform, although uniforms certainly do make their appeal to the feminine eye. Perhaps an open-necked shirt, designed on the lines of a woman's shirtwaist that calls for no collar, lavalier, string of beads or other decoration, might solve the problem. Or would this, do you think, be a bit too informal for most occasions? Men could, of course, go without. But lives there the man with courage sufficient to so far defy the conventions? He may adopt a new style, but go without a prescribed article of dress—dare he do it?

Ah, happy thought! the regulation neck gear as to collar, but let it be fastened with a large and artistic monogrammed or stone-set button. Surely that would leave little to be desired, and they could be bought for less than ties. Perhaps less variety would be needed, and hence the economy greater. More money saved to continue buying Thrift Stamps. Yet why not go a step further and induce jewelers to manufacture artistic, masculine-in-design brooches? They might seem a bit odd at first, but nothing is queer after one gets used to it. Time was when it seemed immodest to go without wig. Doesn't it all depend on the point of view?

Or shall we hie ourselves to the ten-cent store de luxe on Fifth avenue and lay in a long-time supply of the scarfs now displayed there in fashionable weaves and patterns at the usual price? Is this, do you think, the way out?

JEANNETTE DOB.

"Wisconsin State Journal" Sold to Lee Syndicate

The Wisconsin State Journal, Madison, Wis., has been purchased by the Lee Newspaper Syndicate.

We take pleasure
in announcing the
election of

Mr. Maurice Saunders

to the office of
Vice-President
in our organization



SACKETT & WILHELMS
CORPORATION

Manufacturing Lithographers

Brooklyn

New York Office: 70 Fifth Avenue

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

Office: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; halfpage, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line. Minimum order \$2.50.

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NEW YORK, JULY 3, 1919

When It Is Safe to Leave Quality Out of Sales Talk

How many times have you had a salesman take your time and his in convincing you that he sold a high-quality product when you were perfectly willing to agree with him from the start? No doubt it has happened frequently.

A man on the sales force of a nationally known manufacturer was running into that obstacle to efficient selling every day. Finally he tried to find a short cut to easier and larger sales. And he figured it this way:

The product he was selling was of standard quality in the building trade. It was nationally advertised and was well distributed. There was no doubt about the

quality of the product. All of the company's prospects knew the material was dependable.

What, then, did the sales force have to sell? It turned out to be service. The company had a large output and exceptional facilities for making deliveries all over the world. And the deliveries were made on time.

The salesman began to work on the new basis. Instead of giving a high-priced engineer a lecture on the analysis of the material, this man began to sell service.

He told the engineer, the contractor and the exporter when they would get the goods and then he delivered them. In certain instances his company made arrangements for cargo space in boats and then sold the product to exporters who were doing business at the ports for which the ships were scheduled.

Under the new plan all of this man's time was used to sell merchandise. He took for granted that advertising had sold his prospects on the worth of his product. And it had.

Aim the Advertising Straight

Salesmen often make the mistake of not talking in the terms of the man they are trying to sell. They commonly commit the error of shooting over the heads of their prospects or of using ammunition that is either too large or too small for the game they are trying to get.

Many a man that had about made up his mind to buy has been scared out of buying because the salesman told him what large orders his house sold Marshall Field, John Wanamaker, Edward Filene and other princes of the mercantile world. "If they are accustomed to selling bills like that," immediately thinks the buyer, "they cannot afford to bother with my little forty-dollar order." Forthwith the prospect shuts up like a clam and the sale is lost. Hundreds of sales are wrecked every day on this very rock.

The same thing frequently happens in advertising. For example, a building advertiser discovered

the other day that his copy was pulling inquiries only from concerns that had large construction jobs to offer. The small fellows were not responding at all.

Furthermore, the salesmen of this company began to report that they were no longer able to interest the small builder. This seemed strange to the sales manager. In the past a very large part of the firm's work came from people who were putting up comparatively small buildings. In fact his firm specialized on that sort of work, as it is a theory of the head of the business that a lot of small jobs are more profitable than one large job, on which a single mishap may wipe out all the profit.

A cursory survey of the selling methods of the organization soon revealed the cause of the trouble. It seems that in all of the current advertisements the company was featuring the large buildings which it had put up for its clients under the stress of the war emergency. The advertising of these big jobs automatically disconnected the interest of the fellow who was planning on erecting a modest building. "They would not be concerned with my humble plans," he concluded. "Anyway, I would not care to give the job to a concern that specializes in big properties."

The moral of this is that the advertiser must be careful not to narrow the service he has to offer by advertising it to the wrong clientele.

Is It Ethical to Pin Medals Where They Do Not Belong? One day in March, 1918, just before the Huns came over in their long-expected drive, a British officer was discussing decorations.

"I don't think half so much of my Military Cross as I formerly did," he remarked. "Why the other day they gave some chap a M. C. for preparing a new recipe for war bread." The speaker had won his cross on the Somme.

Perhaps his view was a bit critical. There have been cases where civilians and industries have merited the decorations which have been conferred upon them.

Not long ago an American automobile manufacturer proudly announced the receipt of a Croix de Guerre with palm. And this concern's pride was justified.

However, there is much discussion regarding the deceptive use of military medals in advertising. When the average person sees a large illustration of the D. S. C. closely allied to a product, the inference is that that product has been honored because of war service. When the reader discovers that the decoration was used merely to attract his attention, he is likely to feel that a glorious medal has been unethically employed as interest bait.

It is doubtful if any winner of the D. S. C., the D. S. O., the V. C., the M. C., the D. S. M., or other decoration, would care to use an illustration of his medal to attract attention to some product which had never been decorated by proper authority.

The use of medals in advertising is similar to the use of the national flag for that purpose. It is possible that Congress will restrict the use of honor medals in advertising, especially where there has been no decoration conferred upon the advertiser.

And, after all, if your son's Medal of Honor had been conferred upon you because he had died winning it, wouldn't you feel that this restriction should come?

Where National Advertising Needs Help If any manufacturer assumes as a matter of course that the average retailer is favorably disposed toward his product just because it is nationally advertised he is making a serious mistake. It would be almost too much to say that on the direct contrary the average retailer has at best an imperfect realization of the advantages that could be his through strongly featuring nationally advertised

goods. But this is so nearly the condition that manufacturers ought to feel considerable concern.

There are three main reasons why many retailers are not fast friends of the nationally advertised article—as by all the rules of business logic they should be. Some jobbers conceive it to be to their advantage to fight branded goods, the idea being that they can make a larger profit through selling their own lines—lines they either manufacture or control. They urge the retailer not to permit his store to be “turned into a slot machine for the distribution of other people’s products at certain set prices.” They urge—and this comprises the second reason—that the retailer can make a longer profit through selling the unadvertised lines because then he will have to bear no part of the national advertising expense. The third reason is to be found in the widespread ignorance of the benefits of national advertising or of any other kind of advertising.

It seems hardly fair to place upon the national advertiser himself the responsibility for this condition. Yet this is just where a part of the blame belongs. Some national advertisers, knowing they are doing such good work for the retailer, are too likely to assume that he will recognize it as a matter of course. The thing is so perfectly sound that it ought to be obvious to anybody. But it isn’t for the reasons mentioned.

National advertisers should do more talking about their advertising and about the things they do to help the retailer sell their goods. They do plenty of talking about this in some channels but the trouble is the talk does not reach the retailer.

It is not a particularly hard matter to show a retailer that turnover is where he makes his money. Get this idea firmly into his mind and show him why national advertising and dealer helps promote turnover through taking from him a large part of the selling burden and then the long

profit on some of the non-advertised lines will not look nearly so good to him. PRINTERS’ INK a few months ago told about a druggist who had decided to eliminate from his stock every non-advertised item for which he could find an advertised substitute. He said his selling space was too valuable to be cluttered up by slow moving items. This dealer doubtless realizes—and other retailers could be taught the same thing—that his selling expense is so high and his margin of net profit so small that he actually cannot afford to devote to non-advertised items the extra selling expense and effort that would be necessary to move them. If a man can sell ten short profit items in place of one with a long profit and do it at less expense he of course is going to decide in favor of the larger volume and the smaller individual profit.

One way to bring these important facts before the retailer is thoroughly to sell the salesman upon them. The salesman talks merchandise. Good. Let him talk advertising also. He knows the merchandise and presumably believes in it. In far too many cases though he does not know the advertising.

Here is a regular man sized job for the advertising department. Sell the salesman. Be sure he knows the huge advantage the retailer has when he features advertised goods. See that he understands the function of dealer helps in assisting the retailer realize to the limit upon the demand national advertising creates.

Convince the salesman that the main point in his selling argument might well be the quick turnover of his goods and the things his company does to help the retailer dispose of them at a profit.

L. M. Wickersham Discharged from Service

L. M. Wickersham, recently discharged as a lieutenant in the chemical warfare division, is now connected with M. Spivak, advertising agency, New York. Mr. Wickersham has been engaged in advertising for a number of years.

Mr. Glen Buck announces his withdrawal from the Gardner Advertising Company and the establishment of "Glen Buck—Advertising," with Mr. A. C. G. Hammesfahr as vice-president and general manager.

Chicago
July 1, 1919

Will Buy Small Advertising Business

In New York City where added capital and larger organization will aid in the development of accounts. A place can be made for the principals in our organization.

Address "O. D.," Box 87,
care Printers' Ink

Complete Facilities For Producing Fine Printing

If you are contemplating putting forth a magazine, catalog, or fine color work, it will be to your interest to consult us.

—THE—

WM. G. HEWITT PRESS
61 to 67 Navy Street
BROOKLYN, NEW YORK
TELEPHONES 5498-5499 MAIN

**YOU CANNOT BUY OUR IDEA
UNLESS IT WILL SELL YOUR GOODS**

B & B SIGN CO. INC.

341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays
Counter Display Cases

Agricultural Publishers Elect Officers and Directors

The Agricultural Publishers' Association, at its annual convention in Chicago, decided to double the assessment upon its members. The additional funds will be used to enlarge the association's office space in Chicago, to provide an assistant to the managing director and to finance constructive work for the benefit of the association in general.

Officers were elected as follows: President, Frank E. Long; first vice president, W. A. Whitney; second vice president, E. T. Meredith; treasurer, J. C. Feeley; secretary, J. Lewis Draper; directors: E. C. Davidson, J. Lewis Draper, J. C. Feeley, H. C. Klein, Frank E. Long, A. K. Lovreia, E. T. Meredith, S. R. McKelvie, Marco Morrow, James M. Pierce, B. Kirk Rankin, William A. Whitney, managing director, Frank B. White.

Burbank With Thomas Dreier Service

Lieut. Philip Burbank has returned to Boston, after spending eight months in the Tank Service in France, and has joined the selling staff of the Thomas Dreier Service.

Previous to entering the Tank Service Mr. Burbank was with the Hearst organization in Boston, both in the editorial and the promotion end.

Associated Raisin Company Appoints Aubery

James Madison Aubery, Jr., formerly publicity manager of the Bank and Trust Company of Central California, Fresno, Cal., has been appointed editor of the "Sun Maid Herald," a house organ published by the California Associated Raisin Company, of Fresno.

R. H. Martin Back with New York Printers

R. Harlow Martin has returned to the office of Eaton & Gettinger, New York printers, after eighteen months' service in the Royal Flying Corps and the Canadian Artillery.

Agency's New Accounts

Morgan, Tuttle & Jennings, advertising agents, of New York, have added the advertising accounts of John Ward, Men's Shoes, Inc., and the American Thread Company, both of New York.

Jams to Be Advertised by Mc- Connell & Fergusson

McConnell & Fergusson, advertising agents, of London, Ontario, are placing a campaign for "Shirriffs Jams," made by The Imperial Extract Co., of Toronto.

BLUEFIELD COAL & COKE CO.

Pocaheontas

Coal

BLUEFIELD, W. VA.

OUR DOMESTIC SPECIALTY—VIRGINIA CITY—SHAKER SCREEN PREPARATION

MARCH—1920

SUN MON TUE WED

14 CONSECUTIVE YEARS WE HAVE PRINTED THIS CALENDAR

ISN'T THIS CONVINCING?

Stone's Patent 12-Shift Calendars are made in fifteen sizes and printed in as many colors as desired. A Calendar with a reputation goes preferred position on the walls of business houses. Our booklet "P" will tell you more about them.

THE STONE PRINTING & MFG. CO., Roanoke, Va.

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

INK IS THE SMALLEST ITEM IN PRINTING COSTS. GOOD INK IS AS IMPORTANT AS DESIGN, MATTER, PAPER, OR PRESS-WORK. WHY NOT SPECIFY OUR INKS ON JOBS AND THUS INSURE BEST RESULTS.

JAENECKE-AVLT CO.



PRINTING & LITHOGRAPHIC INKS
NEWARK, N. J.

WE ARE MAKERS OF INKS FOR LABOR SAVING PROCESSES SUCH AS MULTIGRAPH, HIMEOGRAPH, DUPLICATOR, OMNIGRAPH & ALL OTHERS! SPECIFY "JAENECKE'S" WHEN ORDERING.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

**National Drug Clerk
Drug Store Merchandising**

606 SO. DEARBORN ST. CHICAGO, ILL.

"GIBBONS Knows CANADA"

The Little Schoolmaster's Classroom

LIVES there a debtor so hardened to the appeals of his creditors that the receipt of a statement of his account does not in some degree rankle his sensibilities? Be the debt ever so just and the creditor ever so lenient, there is nevertheless something essentially unpleasant about a statement. The reminder of the indebtedness may not arouse any conscious resentment on the part of the recipient, but just the same it is only human for a person to wish that he didn't owe that money.

Credit men recognize this situation. Many of them aim to soften the blow of the statement. They have found that one of the best ways to do this is to ask the debtor to buy more at the same time that he is reminded of his indebtedness. A person never worries about a debt when he sees that the creditor is apparently anxious to sell him more.

* * *

There are all sorts of subtle little ways to tell a debtor that his account still stands ace high. Some credit managers run over the statements before they go out and on many of them pen such remarks as "My only regret in sending you this is that it isn't for a larger amount," "Pretty small this month, Bill. What's the matter? Isn't our salesman calling on you?" etc.

Quoting prices on new goods at the time the statement is rendered is another favorite stunt. Submitting samples is another practice that is widely followed. Just the other day, in getting his monthly bill from his clothier, the Schoolmaster received with it a small transparent envelope, containing several samples of shirting materials. On the envelope was printed this sly little bid for business: "The enclosed clippings will give you an idea of the many good things in our new ready-to-wear shirts."

When the Schoolmaster got this said he to himself, "Shucks, if they wish me to buy more, I might as well let that bill stand for another thirty days."

* * *

The Schoolmaster gasped a gasp of humid astonishment last Friday to find his favorite periodical on sale at Macy's—with a little price tag reading 9c. And your preceptor has so often discoursed, as loud and lustily as the printed page permits, upon the evils of price cutting that on the second thought the humor of the situation appealed to him. Evidently it is a case of carrying the war into the enemy's own country—with a vengeance.

But while all this may sound rather distressing, the Schoolmaster refuses to get ruffled during these torrid days, and he extracts solace from the fact that in many stores standard merchandise is selected as a leader and prices slashed below market valuation in order to attract new customers. Consequently Mr. Macy won't you please permit a somewhat overworked pedagog to express thanks for the unconscious complicity.

* * *

When a man is considering the purchase of any device involving upkeep charges, from an electric fan to an electric truck, the first question after the price is this: "What will it cost me to run it?"

Often the buyer has an exaggerated idea of the charges of operating an electrical device, and the salesman is not always qualified to enlighten him. If the clerk makes a general remark such as, "The cost of running it is a mere trifle," the customer is apt to feel suspicious. He imagines that the salesman is trying to force a sale by an understatement.

The Schoolmaster observed a skilful handling of this problem in the advertisement of the New York Edison Company, which

A Matter of Standards

Being unequivocally in sympathy with the principles of the organization, it gives the Publishers real pleasure to announce that

LUMBER

has been accorded the privilege of membership in THE ASSOCIATED BUSINESS PAPERS, INC., thereby subscribing to these

STANDARDS OF PRACTICE

The publisher of a business paper should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself—

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To refuse to publish "puffs," free reading notices and paid "write-ups;" to keep his reading columns independent of advertising considerations, and to measure all news by this standard: "Is it real news?"
5. To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

JOURNAL OF COMMERCE COMPANY

Wright Building, St. Louis

LUMBER'S Branch Offices: 243 W. Thirty-ninth St., New York; Guardian Bldg., Cleveland; Mollers Bldg., Chicago; 816 Fifteenth St., N. W., Washington, D. C.; 320 Market St., San Francisco.

FOR IDEAS
FOR TRADEMARKS
FOR SLOGANS
FOR SNAPPY COPY
FOR SALES-BUILDING
FOR ANALYSIS OF CAMPAIGNS
FOR ARTISTIC DISPLAY LITHOGRAPHY
MAXWELL SERVICE

(Not an Agency)
P. O. Box 113, Baltimore, Md.

AN UNUSUAL OPPORTUNITY

A well known publishing house offers an unusual opportunity for an aggressive, energetic young man to become identified with well-established and rapidly growing organization.

The position is that of advertising solicitor for a magazine that is a recognized result producer among manufacturers in the industrial field.

Preference given to college graduates, between 24 and 30, having technical knowledge and some sales or advertising experience.

If you are looking for an opportunity to establish yourself in an organization offering an unlimited future, and are willing to start at a moderate but fair salary, write a letter telling what you know, what you can do, and why you think you are the man for the job. Also mention salary desired.

Address: "F," Box 86, care of P. I.

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE
INSERTS
*There must
be a reason*

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

grouped half a dozen household utilities under the heading, "Six Little Servants of the Home." Then followed the pleasing assertion, "Those Six Little Electric Servants will work for \$1.66 a month."

The body of the display was occupied by six of the fanciful sketches that stand for the Edison slogan, "At your Service." They are mildly humorous figures in Colonial costume, knee breeches and powdered wigs, with a pigtail for the men; flounced skirts and towering headdress for the women, and, without worrying about the anachronism, these 18th Century folk are shown using the latest electrical contrivances for making housework easy.

The statements with each sketch are brief and convincing; and the impression is not blurred by any figures giving the first cost of these articles:

ELECTRIC IRON	Monthly
Four hours' use weekly.....	\$ 2.00
ELECTRIC TOASTER	
Fifteen minutes every day.....	30
ELECTRIC PERCOLATOR	
Fifteen minutes every day.....	30
ELECTRIC WASHING MACHINE	
Average family washing.....	35
ELECTRIC VACUUM CLEANER	
Used an hour a week.....	10
ELECTRIC SEWING MACHINE	
One hour a day, six days a week.....	30
Total.....	\$1.66

In a whimsical way, these very practical questions are answered, and the charm of the "Six Little Servants" idea obtains a reading for a table of costs that otherwise would be dry and uninspired.

Advertising coal at retail through the medium of Tiffany engraved cards was a new kind picked up recently by the Schoolmaster from the gentleman who sat at his right at a dinner. The topic of conversation swung around to advertising, and it was then that the retail coal dealer had his inning. "I don't profess to know anything about advertising," he said, "but every year I pull off a little stunt that pays me well and gets me talked about among my customers. Just about the time householders and land-

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lords are thinking of laying in coal for the coming season, I mail to my list an announcement card, engraved by Tiffany and sent in a regulation-size wedding-invitation envelope. Of course the envelopes are hand addressed, and I get a woman to write them. The scheme has attracted considerable attention, and I am convinced that it pays. Sent under first-class postage I am assured of a reading. I admit that it is unusual for a retail coal man to send out Tiffany engraved cards, and from an advertising standpoint it may be all wrong, but I don't profess to know anything about advertising."

The Schoolmaster went back to the classroom with a mental question mark after that last statement.

* * *

"Jimmy" was blacking the Schoolmaster's boots. The Schoolmaster wanted to work. He tried his best to do so. But "Jimmie" was in a loquacious mood—and his mind was running along business lines. It may have been the hum of activity in the office that started him to soliloquizing thus:

"Advertising, good business. Mek lot money. Someting new all de tam. De man that git new idea and push him—advertise him, he de man that mek de million. Yes, sir, he mek de million ef he know peoples. But he got know peoples right. He no can talk sam way to all. Now me, I no tink like you. I no understand de sam. Man sell me something he must no talk to me like he talk to you. Ef he do I no buy. To you he must talk beeg, to me—no too big word.

"And he must mek it de picture. I lak de picture, my wife she lak de picture, my gal she lak de picture. Everybody lak de picture, you no tink? Advertising man he mak it de picture, so can see how de stuff he look, then he talk it so you can understand, so me I can understand, so de whole world can understand, then he sell it de goods fast—he make it de money lak 'ell. He git reech. Yes, I tink advertising he good business."

Britisher Returning Home In August

after ten years' advertising experience in the U. S., will supervise sales and advertising in Great Britain of American manufacturers planning to enter the British market.

Write "A. N.," Box 84, care Printers' Ink

George Seton Thompson Co.

Planning Copy & Art { Advertising } Booklets
Printing { SERVICE } Circulars
Mailing { } Catalogs
House Organs
122 West Polk Street, Chicago
Wabash 7316

To secure Trade from South and Central America, Mexico, West India, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1878



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

PRINTING *Real Service*

The REFFES-SANDSON CO.
Printers of Color and Half-tone work
314 EAST 342ND STREET NEW YORK CITY
PHONE MURRAY NILL 9-12-3

AD *Advantageous Advertising*

All Ways

The Arkenberg-Machen-Dowd Co.
406 Madison Ave., Toledo
14 E. Jackson Blvd., Chicago. 63 Park Row, New York

ALBERT R BOURGES

CONSULTING PHOTO ENGRAVER

FLATIRON BUILDING NEW YORK CITY



BUILDINGS
and **BUILDING MANAGEMENT**
reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.
City Hall Square Building, Chicago

Office Appliances

The one journal which covers the field of office equipment

Two hundred sixty manufacturers making use of every issue. Send ten cents for sample copy. The government requests that we do not send it free.

417 So. Dearborn St., Chicago

AMERICAN CUTLER

Official Organ of American Cutlery Mfrs., 5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

help! help! help!



Mr. Busy Editor: let me fictionalize your trade problem with human interest and brass tacks.

Chester A. Grover, 19 S. La Salle St., Chicago
"ask for proof"

Mail Order ADVERTISING

Think of these figures! Only about 10% of the articles or plans shown us for prospective mail-order business are worth going ahead with. We give counsel cheerfully and without charge on mail-order matters. Write, call or phone. **NEW YORK—220 West 42nd St. Bryant 5907. CHICAGO—29 East Madison St. Central 5557.**

SCOTT & SCOTT

Service Grocers Open Self-Serve Store

The president of the Frankford Grocers' Association, in Philadelphia, with other grocers, has established the Bee Hive Groceteria in that city. It is believed that the new self-service store will not encroach on the trade of the merchants who are members of the association, who are exponents of the self-service idea in merchandizing.

If any trade is to be adversely affected it will be that of the chain stores, is the thought of the grocers' organizers, and no reason can be seen why the ordinary grocers should not open self-serve stores, or at least create a similar department in connection with the usual credit-and-delivery system.

Another development in the grocery field is a co-operative advertising campaign started by three retail grocers of St. Louis for the purpose of offsetting the competition of the chain-store organizations in that city. It is reported that the second week of the campaign adds another member and several more are expected to join shortly.

Under the name of the "Sel-Rite Grocers" they are inserting a 100-line advertisement in one of the Sunday papers. In these ads only the prices of the merchandise and the addresses of the grocers are listed, no reading or explanatory matter appearing. These stores display signs which show they are members of the "Sel-Rite" system.

The originators of the combine report very successful results from the campaign. An increase of 25 per cent was reported by one of them for the first week. The others obtained results equally good.

Schoenhofen Brewing Co. Advertise "Green River"

The Peter Schoenhofen Brewing Company, of Chicago, has started an extensive newspaper campaign advertising its new soft drink, "Green River." Copy is being placed by the Ostenriether Advertising Corporation.

C. M. Thomas Advertising Manager of Essenkay

C. M. Thomas, of the retail advertising staff of Marshall Field & Co. Chicago, has become advertising manager of the Essenkay Products Company, in that city.

If You File Rate Cards You Need Barbour's Rate Sheets Write Us Today

538 South Clark Street, Chicago

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty cents a line for each insertion. No order accepted for less than two dollars and fifty cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

SUCCESSFUL society weekly magazine wants high-grade circulation and advertising managers; may buy part interest if desired; salary. Box 341, Printers' Ink.

WANTED: Advertising Designer; also Photo Retoucher.

HOWARD-WESSON COMPANY
Artists and Engravers
WORCESTER, MASS.

Opportunity for Commercial Artist
We can offer steady employment to an artist experienced in working up dealer help ideas. H. D. Beach Co., 42 Union Square, New York.

One of the leading trade publications in the West desires a live, enthusiastic young man as New York editorial representative. Good opportunity with a fast-growing publication. Address, stating age and qualifications. Box 352, P. I.

Wanted—Young man of initiative and originality—must have copy writing ability—to take charge of Dealer Help and Trade Paper work of a manufacturing organization in New England. Excellent opportunity. Box 347, Printers' Ink.

Wanted—Experienced man to assist Sales Manager of large Manufacturing Company selling underwear and night wear to retail trade. Splendid opportunity to advance. State your qualifications in first letter—personal interview will then be arranged. Reply to Box 360, P. I.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 351, care of Printers' Ink.

Assistant to Sales Manager

Bright young man wanted as assistant to sales and advertising manager. One possibly who has been advertising manager for a high class but smaller men's wear manufacturer or retailer. Man with knowledge of copy writing—advertising detail—preferably men's wear, may secure position with brilliant opportunities. Give full details in letter for confidential consideration.

SALESMANAGER
Jacob Miller Sons & Company
16th and Reed Streets
Philadelphia
MAKERS OF EAGLE SHIRTS

MANAGING EDITOR WANTED

The leading daily in a field of 130,000 people requires the services of a managing editor and editorial writer. We want an exceptional man able to take hold immediately, who has ideas, and one who can fit in with our line of work. Please state qualifications, salary, and experience in first letter. Address Box 356, P. I.

Circulation Man Wanted

Wanted by long established business paper, leader in its field, man experienced in formulating and carrying out successful circulation campaigns. Write giving experience, age and salary expected. All communications treated as confidential.

BOOT AND SHOE RECORDER
PUBLISHING CO.,
Boston, Mass.

The leading syndicated Advertising Service organization of this city needs a bright young man to take entire charge of their Men's and Shoe illustrating and copy services. Retail advertising experience is highly desirable, but not absolutely necessary. He must be a good commercial art critic, know copy and layouts and must have a thorough appreciation and understanding of the advertising needs of small merchants in small cities.

A real job with a real opportunity awaits the man who can qualify. Address Box 348, care of Printers' Ink.

Plan and Copy Man Wanted

To plan direct by mail advertising, write copy and devise layouts. Must be capable of preparing essays on technical subjects. May be of any age but must have a clean record, good appearance and good habits. Permanent position. Salary about \$2,400 and as much more later as will keep a good man in our service. Replies treated strictly confidential, give details of ability, previous employment, and references. Box 342, Printers' Ink

Advertising Clerk. An out-of-town advertising agency opening a New York office wants clerk—girl preferred. One, competent to issue orders to papers, oversee checking, audit bills, etc. Must be a stenographer. Give references, experience and salary expected. Address: A. G. K., Box 354, care Printers' Ink.

PHOTO-ENGRAVING AND ART SALESMAN

Leading Chicago photo-engraving firm wants high-class salesman, with thorough knowledge of the photo-engraving business, to cover choice territory. Must be able to estimate on complicated work. Liberal salary and expenses. Give full particulars with photo. Confidential. Address Box 355, care of Printers' Ink.

ACCOUNTANT WITH ADVERTISING AGENCY EXPERIENCE

A large New York advertising agency desires the services of a young man well grounded in accounting knowledge. Preference to man qualified to act as office manager or assistant office manager. Knowledge of printing, engraving and general advertising methods would be valuable. Write, giving full business history, salary required, etc. Will be treated confidentially if applicant is not selected. Box 346, care Printers' Ink.

WANTED—Young newspaper, or trade journal man as associate editor for **MOTORCYCLING & BICYCLING** and **SPORTING GOODS JOURNAL**, two trade and sporting journals. Must have the making of an editor, for there is a big future for the right man who can assume responsibility and take entire charge in the editor's absence. To such a man the editorship will be given soon. Must be able to make up, re-write, edit, and put snap and style into the journals. A man having experience in an auto or sporting journal preferred. State age, experience, salary expected. All correspondence will be treated strictly confidential. Address Geo. P. Miller, care Trade Press Publishing Corporation, 542 S. Dearborn St., Chicago, Illinois.

Assistant in Forwarding Department

Wanted—Bright, systematic girl—hard worker—one with experience preferred. Excellent chance for advancement. Salary \$20.00. Box 366, care of Printers' Ink.

Assistant to Advertising Manager
Young man, competent stenographer, experienced handling files and office details. Preferably one with some experience in advertising department, ordering and checking drawings and cuts. Fine chance for quick advancement with large England Corporation doing national advertising. Give complete details and salary wanted, first letter. Box 338, P. I.

MISCELLANEOUS

WANTED

A good mail-order article to sell around two dollars. Address

H. A. ANDERSON
30 Michigan Blvd., Chicago

TYPESETTING MACHINES

For sale cheap, six No. 1 Mergenthaler single-letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minnesota.

POSTAGE. The magazine tells how to save on business mail. A necessity in every business. \$1.00 for six months. \$2.00 a year. **POSTAGE.** 1 Madison Ave., New York

WE WANT

a suggestion or an idea for a new publication, scheme, device, or any legitimate plan that will keep our \$200,000 lithographing, printing and bookbinding plant going on a non-competitive basis. A good proposition awaits the person whose suggestion we can adopt. Address Box 339, care Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
Ninety-six Beekman St.
New York City

POSITIONS WANTED

Woman, artist, varied business experience, adaptable, alert, creative, wants position as advertising advisor with Publication House or Advertising Agency. Preferably New York City. Box 353, P. I.

COPY WRITER

Thoroughly experienced in agency work. Capable of organizing and directing department or acting as account executive. Graduate engineer. Box 362, P. I.

ATTENTION—Young man, 23; college trained, Trade Journal experience, desires position as Advertising Manager or Assistant. Familiar with all branches of advertising. Box 343, Printers' Ink.

YOUNG MAN, 30, COLLEGE GRADUATE, desires to connect with a New York Agency or National Advertising Instructor in Advertising and Merchandising, under auspices of Board of Education. Interested in the future. Salary, secondary consideration. Box 364, P. I.

COPY AND PLAN MAN

Have handled national campaigns successfully. Trained with large agency. Harvard University. Good personality. Just back from overseas. Box 349, P. I.

EUROPEAN REPRESENTATION

Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 338, Printers' Ink.

Young man with 8 yrs. experience with national advertising agencies, now advertising manager of a wholesale house, desires connection with live wire concern, doing consumer advertising. Box 344, Printers' Ink.

CAPABLE WOMAN, EXPERIENCED IN WOMEN'S FASHIONS WRITES GOOD DESCRIPTIVE COPY. Has knowledge of fashion drawings and plates. Would connect with Mail-Order House, Agency or Manufacturer. New York City only. Box 363, Printers' Ink.

Mr. Agency Man—

An able salesman, a producer, grounded at N. Y. C. in advertising, wants to go thru a mill as copy writer with ultimate ambition to prove himself successful account solicitor and executive.

When Can You See Me?

Box 365, Printers' Ink.

WEST COAST DISTRIBUTION—do you want representation and distribution in the Pacific Coast and Western States by a thoroughly alive and capable Sales Executive and his Staff? I am not the usual stodgy type of "manufactures" representative. My methods establish your distribution on a sound foundation and build good will for your label. If you have a genuinely good line or specialty to be introduced, advertised and sold I can serve you (possibly) better than your own well-organized Sales and Advertising Dept. Correspondence will be confidential. Am at present in New York. Address Box 357, Printers' Ink.

Sales and Advertising Manager

Manager in charge of sales and advertising for a large Pacific Coast Rubber Manufacturing Plant making Tires is looking for bigger opportunity.

Has judgment, initiative and ideas tempered by experience. Competent to assume responsibilities.

A creative copy man who can touch his copy with winning newsy interest yet never discounts the ultimate sales object, nor falls in the highest standard of Honesty.

Possessed of ability to plan Sales Campaigns and execute with generalship.

Can assume full charge of buying, printing, stock and compiling of catalogs, circulars, or house-organs.

Open to anything in the United States with either Manufacturer, Jobber or Retailer, after July 1st.

Can command \$4,000.00 yearly. 31 years of age, single. Box 361 Printers' Ink.

PUBLICITY MAN

Officer, discharged, 28, married. Seven years' newspaper experience. Willing start at moderate salary as publicity man or copy writer with agency or manufacturer, where can get real advertising experience. Write or wire. H. A. Quirt, Peshtigo, Wis.

Very successful circulation manager and advertising salesman having farm paper, periodical and daily experience now employed on well known publication, disappointed account unable to obtain interest in company wants worth-while position about Sept. 1st. Best references from publishers who employed me and others. Can show big results in the publishing business and fine circulation and advertising record. Address Box 358, care of Printers' Ink.

Mr. Advertising Executive

I can write. I use English with the precision of one who knows words from root to flower, with the grace of one who loves them.

I have a master's degree in English from Columbia University, and have studied advertising in New York University.

I seek opportunity. Nominal salary at first. Box 340, Printers' Ink.

Business Builder

With record as progressive, productive, tactful executive, domestic-foreign experience, organizer and advertiser with ideas, native American, age 40, now ready for constructive connection with future expressed financially proportionate to results achieved. Box 345, P. I.

Salesman — Salesmanager — Advertising Manager

Thirty-three years of age, with 10 years' experience selling merchandise, service and ideas (4 years creating ideas for national advertisers).

Have just arrived from France after serving over a year as general secretary for the K. of C. both here and overseas.

I desire to connect with a concern in or near New York City that will appreciate a man of exceptional ability with a large scope and reputation for doing big things. Box 350, care Printers' Ink.

Binders for Printers' Ink

75 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

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Co-operation

The lack of co-operative media has been the death knell of many an advertiser's hope. Outdoor advertising by reason of its sustaining and permanent character co-operates with all other advertising media. Outdoor advertising is the vital force without which an advertising campaign is incomplete.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

Illustrated Daily News



THE only pictorial newspaper in the United States is now published in New York, every morning except Sunday. It is a Chicago Tribune enterprise.

The Illustrated Daily News is printed in tabloid form, four wide columns to a page, $14\frac{1}{4}$ inches deep. The news of the world, by camera and cable, is given in condensed form. Whole pages of news pictures, cartoons, comics, features of proven merit, and first run fiction by the best writers are appearing in each issue. Brevity and ease of comprehension are the out-

standing advantages of this pictorial newspaper,—a bridge to world events for the busiest citizen in the world.

Fifty thousand dollars has been spent in two weeks in a preliminary campaign for circulation. A ten thousand dollar prize beauty contest is arousing the widest interest and drawing thousands of readers.

Advertising is sold on the following terms:

Page, $14\frac{1}{4}$ in. deep by $10\frac{1}{4}$ in. wide.....	\$20
Three Quarters Page, $14\frac{1}{4}$ in. deep by $7\frac{11}{16}$ in. wide.....	15
Half page, $7\frac{1}{8}$ in. deep by $10\frac{1}{4}$ in. wide, or $14\frac{1}{4}$ in. deep by $5\frac{1}{2}$ in. wide	10
Quarter Page, $14\frac{1}{4}$ in. deep by $2\frac{1}{2}$ in. wide, or $7\frac{1}{8}$ in. deep by $5\frac{1}{2}$ in. wide	5

No time or space discounts—Agency commission: 15 and 2

Note that only six sizes of ads are possible. A limited amount of advertising will appear in each issue, assuring splendid position and unexcelled reader attention.

For sample copies or any information apply to

ROY C. HOLLISS, Eastern Advertising Representative
251 Fifth Avenue New York

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER